

MBA (Sports Management)

Introduction:

The department of Management of Sister Nivedita University offers a range of innovatively designed programmes whose curriculum is constantly updated to meet the changing requirement of the students and industry. It has recorded consistent improvement in its academics, research and placement performance over the last few years.

We have designed our syllabus to strike a balance between professional knowledge and personal skills. We are confident that our current curriculum has enabled over-all development of budding managers, to meet the expectations of the corporate world. The curriculum is taught by a distinguished faculty combining academic excellence and real-world experience with dedication and commitment.

During the course, the students are reassured to get hands-on experience in the corporate world through internship projects in reputed organizations which will help to amalgamate theoretical knowledge with practical experience. They also undertake projects benefiting local industries or dealing with local problems. These projects enable them to understand the relevance working in a group and help them to realize the finer aspects and importance of teamwork. This will help them to establish themselves in this dynamic corporate world of today.

With this brief introduction, we welcome you to be a part of our journey towards being a world class centre of excellence in education, training and research in regards to Management studies.

Program Aims:

The program aims to enable students to understand the challenges of business across all sectors in different functional areas of Sports management which is actually amalgamation of academic rigor and practical exposures. There is a careful balance of teaching and learning, individual and group work, case study analysis and class-based discussion, problem solving and decision-making abilities, conceptual and analytical discussion, and above all regular seminars by external industry experts and academia.

Learning outcomes:

Students who complete program successfully will be able to

- Develop decision making skills
- Demonstrate problem solving skills
- Use application of technology in Sports industry
- Demonstrate a critical awareness of current issues in Sports industry
- Demonstrate business intelligence system

Knowledge Objectives:

- Develop cross functional skills
- Create Holistic management approach
- Sensitivity towards cross cultural skills
- Develop peer-based learning and working in a group

Skills Objectives:

- Use of conceptual, analytical and quantitative skills for decision making
- Demonstrate ethical, social and environmental responsibilities in business environment,
- Demonstrate the ability to apply knowledge to real business situation

Programme Educational Objectives (PEO)

PEO-01: To develop the talent and expertise in the area of leadership, interpersonal skills, entrepreneurship, manpower management etc.

PEO-02: To empower undergraduate students with knowledge that enable them to meet the needs at different tier of business in the globalized business environment.

PEO-03: To enable students to develop an understanding of various commerce functions such as finance, accounting, financial analysis, project evaluation and cost accounting.

PEO-04: To enable students to attain conceptual and practical knowledge in the field of business process management to contribute to nation building while upholding ethical practices, thus, helping them to become model corporate citizens.

Programme Outcomes (PO)

PO 01	Management Knowledge: Gain knowledge in the field of Sports management covering various areas of Sports organization, Governance, Law & Ethics, Promotion of Sporting events, Sports marketing and Management of Sporting facilities.
PO 02	Problem Solution: Analyze various issues in Sports management and acquire specific skills to propose specific solutions.
PO 03	Leadership and Organization Skills: Expertise in the specific domain and gain leadership skills.
PO 04	Ethics and Governance: Acquire legal value and ethical standards for the continuous development of the sports industry.
PO 05	Environment and Sustainability: Gain knowledge about the real time working environment and demonstrate the knowledge for sustainable development.
PO 06	Life-long Learning: To inculcate interpersonal skills, communication skills, ability to work as a team and to recognize the need for, and have the preparation and ability to engage in independent and life-long learning
PO 07	Creativity and Innovation: Solve the problems of Sports industry through research and innovative practices derived out of optimum blending of Data Analytics and modern advanced technologies.

PO 08	Corporate Citizenship: Create a deep sense of social responsibility and consider society as an important stakeholder.
PO 09	Employability: Enable to get employed in national and multinational Sports organizations in various sectors such as Sports Marketing, Promotion, Event management, Facility management, Sports academy & training centres, etc.

Programme Specific Outcome (PSO)

PSO-01: Remember the knowledge to provide detailed information on the key trends of world-wide business environment which provides the learners with a strong basis on theories, principles, and concepts that will equip them to excel in Sports industry.

PSO-02: Determine professional practices that maximize the Sports company profitability through strong customer service as well as retention and can quickly adapt to the technological breakthrough, legal advancements as well as economic trends which are an ideal fit for the programme.

PSO-03: Demonstrate how to possess strong analytical and problem-solving skills in the VUCA world using appropriate analytical tools and industry best practices.

PSO-04: Apply the knowledge gained to inculcate entrepreneurial skills in learners so that they can contribute job opportunities for other sections of the society.

PSO-05: Ability to design, manage and control a global supply chain that reflects the diversified legal, business, ethical and sustainable Sports management practices and also to learn the methods used by the organizations to procure the property, facilities, equipment, materials as well as services required to operate.

Subject: Business Ethics and Corporate Governance

Semester: 1

Subject Category: CC

Credit: 4 (L: 3, T: 1)

Subject Code: 1030060105

Syllabus

Module-I:

- Business Ethic an Overview of Principles of Personal Ethics
- Principles of Professional Ethics
- Code of Conduct and Ethics for Managers
- Importance and Need for Business Ethics
- Distinction between Values and Ethics
- Roots of Unethical Behaviour
- Ethical Decision Making
- Changing Business Environment and Ethical Challenges
- Benefits from Managing Ethics in Workplace
- Characteristics of an Ethical Organization

Module-II:

- Concepts and Theories of Business Ethics
- Definition of Ethics, Morality
- Etiquette and Professional Codes, Normative Theories
- Ethical Theories in Relation to Business Ethics

Module-III:

- Ethics of Consumer Protection
- Consumer Protection Act 1986
- Quality Standards
- Standards of Weights and Measures

Module-IV:

- Environmental Ethics
- Environmental Concerns
- Costs and Benefits of Environmental Regulation
- Trade and the Environment
- Waste Management & Pollution Control

Module-V:

- Marketing Ethics
- Normative Marketing Ethics
- Areas in Marketing Ethics

Module-VI:

- Ethical Issues in HR
- HR related Ethical Issues
- Role of HRM in creating Ethical Organization

Module-VII:

- Ethical Issues in Financial Management
- Ethical Issues in Finance
- Frauds in Banks

Module-VIII:

- Corporate Ethics
- Investor's Rights, Privileges, Problems and Protection
- Rights of shareholders, investor Protection in India
- Problems of Investors in India

Module-IX:

- Corporate Social Responsibility
- Theoretical Justification for CSR
- Models for Implementation of CSR

Module-X:

- Overview of Corporate Governance
- Corporate Misgovernance in India
- Tactics of Indian companies
- Benefits of Good Corporate Governance

Module-XI:

- Theory and Practice of Corporate Governance
- The Anglo-American Model
- German Model
- The Japanese Model
- Indian Model, Obligations

Module-XII:

- Landmarks in the Emergence of Corporate Governance
- Corporate Governance Committees
- World Bank on Corporate Governance

Module-XIII:

- Board of Directors
- Duties & Responsibilities of Directors
- Powers of the Board
- Liabilities of Directors
- Transparency & Disclosure

Module-XIV:

- Role, Duties and Responsibilities of Auditors
- Types of Audits & Auditors

Module-XV:

- Monopoly
- Competition and corporate Governance
- Regulation of Competition

- Bank's Role in Restraining Emergence of Securities Markets
- Effects of Monopoly on Corporate Governance

Module-XVI:

- Different roles of Government in Ensuring Corporate Governance
- Regulatory Role, Promotional Role, Entrepreneurial Role
- Limiting Corporate Power

Module-XVII:

- Corporate Governance in Developing and Transition Economies
- Corporate Governance Models and systems

Module-XVIII:

- Corporate Governance: Indian Scenario
- The Emergence of Corporate Governance Issues in India
- Reserve Banks and other Regulations
- Establishment of the Serious Fraud Office
- National Foundation of Corporate Governance
- Need for Accounting Standards

Module-XIX:

- SEBI: The Indian Capital Market Regulator
- Development of the Indian Capital Market
- Deficiencies in the Indian Capital Market
- The Securities and Exchange Board of India
- SEBI's Role in Promoting Corporate Governance

Suggested Readings

- Fernando A.C., Business Ethics and Corporate Governance.
- Taxmann, Corporate Governance, Indian Institute of Corporate Affairs

Course Outcome (CO):

CO #	Description
CO-1	Help them understand the concept of ethics its dimensions, needs and its importance. Also helps to understand the challenges Making ethical decision, thus dealing with ethical dilemma. It also talks about Changing Business Environment and Ethical Challenges, Benefits from Managing Ethics in Workplace, Characteristics of an Ethical Organization
CO-2	Helps students to understand various ethical principles that must be followed at workplace ad practices to achieve an ethical organization, Explains the students various Normative Theories, Ethical Theories in Relation to Business Ethics
CO-3	Students are given an entire overview of the Consumer Protection Act, its provisions, process for appeal, redressal of plea etc. and also various quality standards in relation to consumers also is briefed.
CO-4	Helps the students to understand the Environmental Ethical practices that must be followed to ensure environmental cause and Concerns, Costs and Benefits of Environmental Regulation, Trade and the Environment, Waste Management & Pollution Control
CO-5	To understand the role of ethics in marketing discipline, practiced by companies and identify the areas in Marketing Ethics
CO-6	To understand the role of ethics in HR discipline, practiced by companies and identify the areas in HR Ethics. It helps to students to understand the role of HR in creating Ethical Organization
CO-7	Understand the possible ethical Issues in Financial Management, Ethical Issues in Finance, Frauds in Banks. How to handle such situations and enforce working ethics
CO-8	Helps students to understand corporate Ethics in relation to Investor's Rights, Privileges, Problems and Protection, Rights of shareholders, investor Protection in India, Problems of Investors in India
CO-9	This module talks about the what is a CSR and its importance, what are the various models and theories of CSR. Why companies need to do CSR activities and what ae the different types of CSR.
CO- 10	It helps the students to understand what is corporate governance, definition , purpose, benefits and why it is an essential practice in industry.
CO- 11	This module introduces the different models of corporate governance to the students , explaining the obligation of the organizations, theories and practices of corporate governance
CO- 12	This module provides the students with a detailed overview on the landmarks in the Emergence of Corporate Governance, Corporate Governance Committees, World Bank on Corporate Governance,
CO- 13	Students are exposed to the role of Board of Directors, their Duties & Responsibilities, Powers of the Board, Liabilities of Directors, Transparency & Disclosure
CO- 14	Helps the students understand the roles, Duties and Responsibilities of Auditors, Types of Audits & Auditors
CO- 15	Helps the students to understand the relation between Monopoly, Competition and corporate Governance. What is the Regulation of Competition, and Bank's Role in Restraining Emergence of Securities Markets, Effects of Monopoly on Corporate Governance

CO- 16	Helps the students to understand and learn the different roles of Government in Ensuring Corporate Governance; Regulatory Role, Promotional Role, Entrepreneurial Role, Limiting Corporate Power
CO- 17	Develop an understanding of Corporate Governance in Developing and Transition Economies Students are made aware of the various Corporate Governance Models and systems
CO- 18	This module exposes the students to the Indian Scenario of corporate governance. It talks about the Emergence of Corporate Governance Issues in India, Reserve Banks and other Regulations, Establishment of the Serious Fraud Office, National Foundation of Corporate Governance, Need for Accounting Standards
CO- 19	This module introduces SEBI as the Indian Capital Market Regulator to the students, Development of the Indian Capital Market, Deficiencies in the Indian Capital Market, The Securities and Exchange Board of India, SEBI's Role in Promoting Corporate Governance are explained to the students.

CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO-1	Help them understand the concept of ethics its dimensions, needs and its importance. Benefits from Managing Ethics in Workplace, Characteristics of an Ethical Organization	1,2,4,6,7,8,9	1,2,3,5
CO-2	Helps students to understand various ethical principles that must be followed at workplace ad practices to achieve an ethical organization,	1,2,3,4,6,7,9	1,2,3,4
CO-3	Students are given entire overview of the Consumer Protection Act, its provisions, process for appeal, redressal of plea etc. Also, various quality standards in relation to consumers also is briefed.	1,2,3,4,5,6,7,8,9	1,2,4
CO-4	Helps the students to understand the Environmental Ethical practices that must be followed to ensure environmental cause and Concerns, Costs and Benefits of Environmental	1,2,3,4,5,6,8,9	1,2,3,4,5
CO-5	To understand the role of ethics in marketing discipline, practiced by companies and identify the areas in Marketing Ethics	1,2,4,5,6,8,9	1,2,3,4,5
CO-6	To understand the role of ethics in HR discipline, practiced by companies and identify the areas in HR Ethics. It helps to students to understand the role of HR in creating Ethical Organization	1,2,3,4,6,7,8,9	1,2,3,4,5
CO-7	Understand the possible ethical Issues in Financial Management, Ethical Issues in Finance, Frauds in Banks. How to handle such situations and enforce working ethics	1,2,4,6,7,8,9	1,2,3,4,5
CO-8	Helps students to understand corporate Ethics in relation to Investor's Rights, Privileges, Problems and Protection, Rights of shareholders, investor Protection in India, Problems of Investors in India	1,2,3,4,6,8,9	1,2,3,4,5

CO-9	This module talks about the what is a CSR and its importance, what are the various models and theories of CSR. Why companies need to do CSR activities and what are the different types of CSR.	1,2,3,4,5,6,7,8	1,2,3,4,5
CO- 10	It helps the students to understand what is corporate governance, definition , purpose, benefits and why it is an essential practice in industry.	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO- 11	This module introduces the different models of corporate governance to the students , explaining the obligation of the organizations, theories and practices of corporate governance	1,2,4,5,6,7,9	1,2,3,4,5
CO- 12	This module provides the students with a detailed overview on the landmarks in the Emergence of Corporate Governance, Corporate Governance Committees, World Bank on Corporate Governance,	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO- 13	Students are exposed to the role of Board of Directors, their Duties & Responsibilities, Powers of the Board, Liabilities of Directors, Transparency & Disclosure	1,2,3,4,5,6,8,9	1,2,3,4,5
CO- 14	Helps the students understand the roles, Duties and Responsibilities of Auditors, Types of Audits & Auditors	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO- 15	Helps the students to understand the relation between Monopoly, Competition and corporate Governance. What is the Regulation of Competition, and Bank's Role in Restraining Emergence of Securities Markets, Effects of Monopoly on Corporate Governance	1,2,3,4,5,6,7,8,9	1,2,4,5
CO- 16	Helps the students to understand and learn the different roles of Government in Ensuring Corporate Governance; Regulatory Role, Promotional Role, Entrepreneurial Role, Limiting Corporate Power	1,2,3,4,5,6,7,8,9	1,2,3,5
CO- 17	Develop an understanding of Corporate Governance in Developing and Transition Economies Students are made aware of the various Corporate Governance Models and systems	1,2,3,5,6,7,8,9	1,2,3,4,5
CO- 18	This module exposes the students to the Indian Scenario of corporate governance. It talks about the Emergence of Corporate Governance Issues in India, Reserve Banks and other Regulations, Establishment of the Serious Fraud Office, National Foundation of Corporate Governance, Need for Accounting Standards	1,2,4,5,6,7,8,9	1,2,3,5
CO- 19	This module introduces SEBI as the Indian Capital Market Regulator to the students, Development of the Indian Capital Market, Deficiencies in the Indian Capital Market, The Securities and Exchange Board of India, SEBI's Role in Promoting Corporate Governance are explained to the students.	1,2,3,4,5,6,7,8,9	1,2,3,4

CO-PO Matrix

Course Outcome	Programme Outcome								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	2	-	3	-	2	2	2	2
CO 2	3	2	2	3	-	2	2	-	1
CO 3	3	2	2	3	2	2	3	3	2
CO 4	3	2	1	3	3	2	-	2	2
CO 5	2	2	-	2	2	1	-	3	3
CO 6	3	2	2	3	-	3	3	2	2
CO 7	3	2	-	2	-	1	2	2	2
CO 8	2	2	3	3	-	2	-	3	2
CO 9	2	1	1	3	1	1	2	1	-
CO 10	2	2	2	1	1	2	2	2	2
CO 11	3	2	-	3	3	2	3	-	2
CO 12	2	2	2	1	3	3	2	2	2
CO 13	3	2	3	3	2	2	-	3	2
CO 14	1	1	2	2	2	3	1	2	2
CO 15	1	1	2	2	3	1	2	1	3
CO 16	2	1	3	2	1	3	3	3	1
CO 17	1	1	2		2	3	2	1	-
CO 18	1	1		2	2	2	2	3	3
CO 19	2	2	2	2	2	2	1	1	2
Average	2.21	1.68	2.07	2.39	2.07	2.05	2.13	2.12	2.06

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High)-: None

CO-PSO Matrix

Course Outcome	Programme Outcome				
	PO 1	PO 2	PO 3	PO 4	PO 5
CO 1	3	2	2	-	3
CO 2	3	2	2	3	-
CO 3	3	2	-	3	-
CO 4	3	2	3	3	2
CO 5	2	2	3	2	2
CO 6	3	2	2	3	2
CO 7	3	2	2	2	3
CO 8	2	2	3	3	2
CO 9	2	1	1	3	1
CO 10	2	2	2	1	1
CO 11	3	2	3	3	3
CO 12	2	2	2	1	3
CO 13	3	2	3	3	2
CO 14	1	1	2	2	2
CO 15	1	1	-	2	3
CO 16	2	1	3	-	1
CO 17	1	1	2	3	2
CO 18	1	1	3	-	2
CO 19	2	2	3	2	-
Average	2.21	1.68	2.41	2.44	2.13

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High)-: None

Subject: Economics for Managerial Decisions

Semester: 1

Subject Category: CC

Credit: 4 (L: 3, T: 1)

Subject Code: 1030060103

Syllabus

Module-I: Managerial Economics

- Meaning, Nature, Scope & Significance,
- Uses of Managerial Economics
- Role and Responsibilities of Managerial Economist
- Relationship of Managerial Economics with Statistics
- Accounting and Operations Research
- The Basic process of decision making

Module-II: Demand Analysis

- Law of Demand, Exceptions to the Law of Demand
- Elasticity of Demand – Classification of Price
- Income & Cross elasticity
- Uses of elasticity of demand for Managerial decision making
- Measurement of elasticity of demand
- Law of supply
- Elasticity of supply
- Demand forecasting: Meaning & Significance
- Methods of demand forecasting

Module-III: Production Analysis & Cost analysis

- Production function with one variable input - Law of Variable Proportions
- Production function with 2 variable inputs and Laws of returns to scale
- Cost, Types of cost, Cost curves
- Cost – Output Relationship in the short run and in the long run, LAC curve

Module-IV: Market structure and pricing practices

- Perfect Competition, Features
- Determination of price under perfect competition
- Monopoly: Features
- Pricing under monopoly
- Price Discrimination
- Monopolistic Competition: Features, Pricing Under monopolistic competition, Product differentiation
- Oligopoly: Features, Kinked demand Curve, Cartels, Price leadership

Module-V: Macro Economics

- Nature, Concept and measurement of National Income
- Classical and Keynesian approaches to Income
- Employment and Investment.
- Inflation: Types, causes and measurement of inflation.

Suggested Readings:

1. D. M. Mithani, Managerial Economics.
2. Mcguigan, Moyer & Harris, Managerial Economics.
3. Yogesh Maheswari, Managerial Economics.

Course Outcome (CO)

CO #	Description
CO -1	Understand the relationship of Managerial economics with other functional areas
CO-2	Learn the techniques and methods to predict the demand scientifically.
CO-3	Ascertain production levels and analyze the relationship of Cost-Volume Profit.
CO-4	Take informed decisions on price fixation under different market structures of the economy under different scenario.
CO-5	Acquire knowledge on the concepts Inflation and business cycle.

CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Understand the relationship of Managerial economics with other functional areas	1,2,4,5,6,7,8,9	1,2,3,4,5
CO-2	Learn the techniques and methods to predict the demand scientifically.	1,3,4,5,8,9	1,2,3,4,5
CO-3	Ascertain production levels and analyze the relationship of Cost-Volume Profit.	1,2,3,5,7,8,9	1,2,3,4,5
CO-4	Take informed decisions on price fixation under different market structures of the economy under different scenario.	1,2,3,5,7,8,9	1,2,3,4,5
CO-5	Acquire knowledge on the concepts Inflation and business cycle.	1,2,3,4,6,7,8,9	1,2,3,4,5

CO-PO Matrix

Course Outcome	Programme Outcome								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	1	3	-	3	3	2	3	2	2
CO 2	3	-	3	2	2	-	-	2	2
CO 3	2	3	1	-	2	-	3	3	2
CO 4	2	2	2	-	2	-	2	3	2
CO 5	3	1	2	2	-	2	2	3	3
Average	2.20	2.25	2.00	2.33	2.25	2.00	2.50	2.60	2.20

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

Course Outcome	Programme Specific Outcome				
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	2	2
CO 2	2	3	3	3	3
CO 3	3	2	2	2	2
CO 4	2	2	3	3	3
CO 5	3	3	2	2	2
Average	2.60	2.40	2.60	2.40	2.40

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Organizational Behaviour

Semester: 1

Subject Category: CC

Credit: 4 (L:3; T:1)

Subject Code: 1030060106

Syllabus

Module-I

- Meaning of organization behaviour
- Importance of organization behaviour
- Brief history of organization behaviour
- Interdisciplinary approach,
- Application of organization behaviour in industry and modern management.

Module-II

- Values
- Attitudes-characteristics of attitude
- Types of attitudes
- Perception – Process and Errors of perception
- Learning: types of Learners
- Personality – Meaning of Personality, characteristics of personality, Determinants of Personality, Theories of Personality

Module-III

- Motivation: components of motivation
- Types of motivation
- Importance of motivation
- Theories of Motivation: Maslow's need hierarchy theory
- McGregor's Theories X and Y; Application of Motivation in the Workplace
- QWL characteristics, essential elements, work-life balance

- Job Enlargement- Job Enrichment-Job Rotation-Job satisfaction, and morale

Module-IV

- Leadership
- Leader v/s manager- Leadership styles
- Leadership characteristics; Power- forms of Power
- Leadership theories

Module-V

- Group Behaviour - Different types of groups,
- Group Formation, and development –
- Requirements for building highly effective teams;
- Group/Team Efficiency and effectiveness-GRPI model;
- Group Norms – Cohesiveness, Factors affecting group cohesiveness, Its advantages, and disadvantages;
- Group Decision Techniques- Application of Fundamental Interpersonal Orientation; Kinesics - Body Language;
- Role of Kinesics in communication.

Module-VI

- Organizational Culture - Concept, Characteristics, and nature, creating and sustaining cultural diversity;
- Organizational conflicts,
- Types of organizational conflicts Ways to resolve organizational conflicts;
- Organizational Change – Forces behind the change, benefits of change,
- Resistance to Change - Managing Change;
- Work Stress - Sources and consequences, benefits of preventing stress in the organization;
- Organizational Role Stress;
- Emotional Intelligence & Emotional Quotient

Suggested Readings

1. Fred Luthans, Organisational Behaviour, New York, McGraw Hill.
2. A.F.Stoner and Charles Wenkel, Management New Delhi, Prentice Hall of India.

3. ROrganization Behaviourbins, S.P. Judge, T.A. & Sanghi, S.: Organizational Behaviour, Pearson
4. Luthans, Fred: Organizational Behaviour, McGraw Hill
5. Newstrom J.W. &Devis K.: Organizational Behaviour, McGraw Hill
6. Aswathappa, K: Organisational Behaviour, Himalaya Publishing House
7. Shukla, Madhukar: Understanding Organizations – Organizational Theory & Practice inIndia, Prentice Hall

Course Outcome (CO)

CO #	Course Outcomes (CO)
CO -1	Students will be able to identify behavioural issues in an organization
CO-2	Demonstrate the applicability of the concept of Perception, attitudes, and personality to understand the behaviour of people in the organization.
CO-3	Able to analyze different types of learning followed by each individual.
CO-4	Students will be able to understand different types of groups in an organization and how it influences the behaviour of the individuals.
CO-5	To understand the resistance to change, its causes, and how to overcome it.
CO-6	Explain the organizational culture, manage organizational culture, explain cultural complexities, encourage organizational change, and adapting the changing environment

CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Students will be able to identify behavioural issues in an organization	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO-2	Demonstrate the applicability of the concept of Perception, attitudes, and personality to understand the behaviour of people in the organization.	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO-3	Able to analyze different types of learning followed by each individual.	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO-4	Students will be able to understand different types of groups in an organization and how it influences the behaviour of the individuals.	1,2,3,4,5,6,8,9	1,2,3,4,5
CO-5	To understand the resistance to change, its causes, and how to overcome it.	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO-6	Explain the organizational culture, manage organizational culture, explain cultural complexities, encourage organizational change, and adapting the changing environment	1,2,3,4,5,6,7,8,9	1,2,3,4,5

CO-PO Matrix

Course Outcome	Programme Outcome								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	2	3	2	3	2	3	3	2	2
CO 2	3	1	2	3	2	3	2	2	3
CO 3	3	3	2	3	2	2	2	3	3
CO 4	3	3	3	3	3	3	-	3	1
CO 5	2	2	2	3	2	3	2	2	2
CO 6	3	3	2	3	2	3	2	2	3
Average	2.67	2.50	2.17	3.00	2.17	2.83	2.20	2.33	2.33

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

Course Outcome	Programme Specific Outcome				
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	2	2	3
CO 2	3	2	3	2	3
CO 3	3	3	3	1	2
CO 4	3	3	3	3	2
CO 5	2	3	2	2	3
CO 6	3	2	3	2	2
Average	2.67	2.67	2.67	2.00	2.50

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Principles & Practice of Management

Semester: 1

Subject Category: CC

Credit: 4 (L: 3, T: 1)

Subject Code: 1030060101

Syllabus

Module-I: Concept and Nature of Management

- Meaning & Definition of the term Management
- Management as a Science or an Art
- Management as a Profession
- Management as a Process
- Levels of Management
- Roles of a Manager
- Significance of Management
- Limitations of Management

Module-II: Management Theories

- Evolution of Management Thoughts [Pre-Scientific Management Era (before 1880)
- Classical Management Era (1880-1930)
- Neo-classical (1930-1950), and Modern Management era (1950-onwards)
- Contribution of Management Thinkers:
 - Taylor's Scientific Theory
 - Fayol's Administrative Theory
 - Max Weber's Bureaucratic theory
 - Elton Mayo's theory

Module-III: Planning

- Planning: Meaning, Definition, Process, Types, Essential characteristics of a sound plan, Need and importance of planning, Components of planning, Various types of single-use plan, Limitations of Planning.
- Strategic Planning – Meaning & Process, MBO – Meaning, Process and Requirements for Implementation,

Module-IV: Organization Design and Structure

- Organization – Meaning, Process, Principles,
- Organization Structure – Determinants and Forms: Line, Functional, Line & Staff, Matrix,
- Formal and Informal Organization;
- Divisional and Network organizational structure;
- Centralization and Decentralization;
- Principles of the organization;
- Authority and Responsibility relation; Structural Contingency approach to organization design.
- Span of Control – Meaning and Factors Influencing.

Module-V: Staffing

- Definition of Staffing, an overview of Staffing Function,
- Recruitment, Selection, Placement, Promotion, Performance Appraisal.

Module-VI: Directing

- Motivation – Meaning,
- Definition, Significance & Limitations;
- McGregor's Theory of X and Y, Maslow's Hierarchy of Needs Theory,
- Leadership - Meaning, Definition, various Leadership styles Type,
- Processes and Barriers of Communication, and Strategies to overcome the Barriers.

Module-VII: Controlling

- Controlling – Meaning,
- Steps, Types,
- Major Controlling Techniques:
- Budgetary and Non-Budgetary Control Devices,
- Significance,
- Limitations.

Suggested Readings:

1. Wehrich and Koontz, et al: Essentials of Management; Tata McGraw Hill
2. V.S.P Rao & Hari Krishna: Management-Text & Cases, Excel Books

3. Ramaswami T: Principles of Mgmt., Himalaya Publishing
4. Chandan, J. S: Management – Concepts and Strategies, Vikas Publishing
5. Dipak Kumar Bhattacharyya: Principles of Management - Text and Cases, Pearson.
6. Robbins, S. P: Management, Prentice Hall.

Course Outcome (CO)

CO #	Description
CO -1	Discuss the various aspects of management & evolution of management thoughts and the challenges of managerial activities in a global business environment.
CO-2	Explain different management theories & their applicability in the modern business concept.
CO-3	Explain the types of Planning and Decision-making methodologies followed in the Organizations.
CO-4	Summarize various types of Organization structures and associated Human Resources activities for manpower utilization.
CO-5	Explain various motivation theories, behavioural theories & leadership theories, and communication processes and methods for effective directing.
CO-6	Explain various controlling techniques & budgetary methods to maintain standards in organizations and demonstrate essential managerial functions and knowledge for organizational growth.

CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Discuss the various aspects of management & evolution of management thoughts and the challenges of managerial activities in a global business environment.	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO-2	Explain different management theories & their applicability in the modern business concept.	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO-3	Explain the types of Planning and Decision-making methodologies followed in the Organizations.	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO-4	Summarize various types of Organization structures and associated Human Resources activities for manpower utilization.	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO-5	Explain various motivation theories, behavioural theories & leadership theories, and communication processes and methods for effective directing.	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO-6	Explain various controlling techniques & budgetary methods to maintain standards in organizations and demonstrate essential managerial functions and knowledge for organizational growth.	1,2,3,4,5,6,7,8,9	1,2,3,4,5

CO-PO Matrix

Course Outcome	Program Outcome							
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 7	PO 8	PO 9
CO 1	2	3	2	3	2	1	2	3
CO 2	2	2	3	1	2	1	2	2
CO 3	2	2	3	2	3	3	2	1
CO 4	2	2	3	1	2	2	1	2
CO 5	1	2	3	1	3	2	1	2
CO 6	3	2	3	2	1	2	-	2
Average	2	2.16	2.8	1.66	2.16	1.83	1.33	2

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

Course Outcome	Programme Specific Outcome				
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	2	2	2
CO 2	2	1	3	2	2
CO 3	1	3	2	3	2
CO 4	2	2	3	3	2
CO 5	3	2	2	2	1
CO 6	2	3	2	2	2
Average	2.16	2.16	2.33	2.33	1.83

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Statistics & Data Analysis

Semester: 1

Subject Category: CCCredit:

4 (L: 3, T: 1)

Subject Code: 1030060104

Syllabus

Module-I

- Classification, collection, and presentation of data,
- Frequency distribution of discrete and continuous variables,
- Measures of Central Tendency,
- Measures of Dispersion,
- Skewness and Kurtosis,
- Correlation and Regression: scatter diagram, product-moment correlation coefficient and its interpretation, linear regression, properties of regression coefficient, rank correlation,
- Descriptive measures for categorical data

Module-II

- Time series analysis: components of time series, methods of trend estimation,
- Index number: construction of index numbers, wholesale price index and cost of living index,
- Concept of purchasing power of money, real wage, inflation

Module-III

- Probability theory: different approaches to defining probability, basic theorems on probability, conditional probability,
- Random variables, and their probability distributions:
- Discrete and continuous random variables,
- Discrete and continuous probability distributions, expectation, variance;
- Theoretical probability distributions – Binomial, Poisson and Normal

Module-IV

Characteristic of estimator, Unbiasedness, sufficiency, efficiency, Neyman- Fisher theorem (statement only), methods of estimation, MLE, Methods of Minimum Variance, Methods of Least square.

Module-V

Statistical hypothesis- simple and composite, null hypothesis, alternative hypothesis, critical region, Type-I, Type-II errors, level of significance, power of test.

Suggested Readings

1. D. Bhattacharya and S. Roychowdhury, "Statistics: Theory and Practice", U. N. Dhur & Sons Pvt Ltd.
2. J. F. Kenney and E. S. Keeping, "Mathematics of Statistics" (Part One & Two), Affiliated East-West Press Pvt. Ltd.
3. G.U. Yule and M.G. Kendall, "An Introduction to the theory of Statistics", Universal Book Stall.
4. D. Bhattacharya and S. Roychowdhury, "Probability and Statistical Inference", U. N. Dhur & Sons Pvt Ltd.
5. Richard I Levin, David S Rubin, "Statistics for Management", Prentice-Hall of India.
6. M. Spiegel, "Probability and Statistics", McGraw-Hill.
7. Anderson D.R., Sweeney D. J., Williams T.A., Thomson, "Quantitative Methods for Business Learning Inc.", South Western College Publishing.

Course Outcome (CO)

CO #	Description
CO -1	Understand statistical techniques popularly used to describe the data in managerial decision making.
CO-2	Apply appropriate quantitative technique according to nature of data.
CO-3	Learn the computational skill, interpretation of results of the data analysis.
CO-4	Analyze and differentiate various types of data distribution and its probability distribution.
CO-5	Know the procedure involved in inferential statistics and appropriate tests for given data.

CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Understand statistical techniques popularly used to describe the data in managerial decision making.	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO-2	Apply appropriate quantitative technique according to nature of data.	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO-3	Learn the computational skill, interpretation of results of the data analysis.	1,2,3,4,5,6,8,9	1,2,3,4,5
CO-4	Analyse and differentiate various types of data distribution and its probability distribution.	1,2,4,5,6,7,8,9	1,2,3,4,5
CO-5	Know the procedure involved in inferential statistics and appropriate tests for given data.	1,3,4,5,6,7,8,9	1,2,3,4,5

CO-PO Matrix

Course Outcome	Programme Outcome								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	3	3	1	3	1	3	2	2
CO 2	3	3	3	3	1	3	3	3	3
CO 3	2	3	2	2	2	3	-	2	1
CO 4	3	1	-	3	3	2	2	3	2
CO 5	3	-	1	2	2	3	3	2	3
Average	2.80	2.50	2.25	2.20	2.20	2.40	2.75	2.40	2.20

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

Course Outcome	Programme Specific Outcome				
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	1	2	2
CO 2	3	3	3	3	2
CO 3	3	2	2	2	3
CO 4	3	3	2	2	3
CO 5	1	3	3	2	1
Average	2.60	2.60	2.20	2.20	2.20

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Managerial Accounting

Semester: 1

Subject Category:

CCCredit: 4 (L: 3, T:

1)

Subject Code:

1030060102

Syllabus:

Module-I: Financial Accounting

- Meaning
- Accounting Concepts and Conventions
- Recording of Business Transactions
- Double Entry System, Journal, Ledger
- Preparation of Final accounts of Sole Traders

Module-II: Management Accounting

- Nature and Functions
- Financial vs. Management Accounting
- Cost vs. Management Accounting
- Role of Management Accountant
- Cost Concepts and Classifications

Module-III: Activity Based Costing (ABC)

- Concept and uses
- Flow of Costs in ABC
- Emerging Costing Approaches
- Traditional Costing System vs. ABC

Module-IV: Variable and Absorption Costing

- Concept, Comparison, Applications of Variable Costing
- Preparation of Income Statements

- Cost-Volume-Profit (CVP) Analysis
- Contribution Margin;
- Break – Even Analysis
- Profit Volume (P/V) Analysis
- Multiple-Product Analysis
- Optimal use of Limited Resources

Module-V: Budgeting

- Nature and functions
- Preparation of Different Types of Budgets
- Fixed Versus Flexible Budgeting
- Zero Based Budget - Performance Budgets

Module-VI: Standard Costing

- Concept
- Advantages
- Types of Standards
- Variance Analysis; Materials, Labour, Overhead
- Managerial Uses of Variances

Module-VII: Responsibility Accounting and Divisional Performance Measurement

- Concept of Responsibility Accounting
- Responsibility Centres – Cost Centre
- Revenue Centre, Profit Centre
- Investment Centre Performance Measurement- Traditional Performance Measures
- Balanced Scorecard - Meaning
- Perspectives in Balanced Scorecard
- Weighting Performance Measures; Requisites of Balanced Scorecard

Suggested Readings:

1. Atkinson Anthony A., Rajiv D. Banker, Robert Kaplan and S. Mark Young, Management Accounting, Prentice Hall.
2. Horngreen Charles T., and Gary L. Sundem and William O. Stratton,
3. Introduction to Management Accounting, Prentice Hall of India.
4. Drury Colin, Management and Cost Accounting, Thomson Learning.
5. Garison R.H. and E.W. Noreen, Managerial Accounting, McGraw Hill.
6. Ronald W. Hilton, Managerial Accounting, McGraw Hill Education.
7. Jawahar Lal, Advanced Management Accounting, Text, Problems and Cases, S.Chand & Co., New Delhi.

Course Outcome (CO)

CO #	Description
CO -1	Determine the appropriate accounting concept for the business situation
CO-2	Examine the financial statements
CO-3	Identify and examine the cost accounting concepts
CO-4	Explain the concept of standard costing and calculation of variance
CO-5	Elaborate the importance of budgetary control system
CO-6	Apply the accounting techniques for effective management

CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Determine the appropriate accounting concept for the business situation	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO-2	Examine the financial statements	1,2,3,4,5,6,8,9	1,2,3,4,5
CO-3	Identify and examine the cost accounting concepts	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO-4	Explain the concept of standard costing and calculation of variance	1,2,3,4,5,6,8,9	1,2,3,4,5
CO-5	Elaborate the importance of budgetary control system	1,2,4,5,6,7,8,9	1,2,3,4,5
CO-6	Apply the accounting techniques for effective management	1,3,4,5,6,7,8,9	1,2,3,4,5

CO-PO Matrix

Course Outcome	Programme Outcome								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	2	3	2	1	2	3	3	2	2
CO 2	3	3	3	3	2	3	-	2	3
CO 3	3	3	2	1	2	1	2	3	3
CO 4	3	3	2	2	3	1	-	1	1
CO 5	3	2	-	3	3	2	3	3	2
CO 6	2	-	1	3	2	2	2	2	3
Average	2.67	2.80	2.00	2.17	2.33	2.00	2.50	2.17	2.33

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

Course Outcome	Programme Specific Outcome				
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1	3	2	2	3
CO 2	3	2	2	2	2
CO 3	3	3	1	2	2
CO 4	3	3	3	3	2
CO 5	1	2	3	3	2
CO 6	3	1	3	2	2
Average	2.33	2.33	2.33	2.33	2.17

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Effective Business Communication-I

Semester: 1

Subject category: AECC

Credit: 2 (P:2)

Subject Code: 4030060101

Syllabus

Module-I: Principles of Effective Writing

- Spellings- 100 Most Misspelled words/Dictation.
- Web Based Writing
- Note Taking: Process & Techniques
- Activities: Descriptive writing, sentence variety exercise, proof reading

Module-II: Professional Buildup

- Block Format
- Types & formats of letter writing
- Email
- Netiquette
- Business Memos

Module-III: Mastering Listening

- Paraphrasing
- Summarizing
- Guidelines to increase listening
- Activities: Reflective listening, mindful exercises, audio material, nonverbal ques

Module-IV: Power Reading

- Process, types and reading rate adjustment
- Tips for improving reading skills
- Activities: News reading, Picture Reading, Review

Module-V: Comprehensive Reading

- "The Room of Many Colours" by Ruskin Bond
- The Alchemist-Paulo Coelho

- Comprehension Questions will be set in the End-Semester Exam

Module-VI: Logic & Analytics

- Logical Reasoning

Reading List

1. Koneru, A., “Professional Communication”, 2008, Tata McGraw Hill.
2. Bill Mascull, “Business Vocabulary in Use”, 2010, Cambridge University Press.
Reference Books:
3. Bovee, C. and Thill, J.V., “Business Communication Today”, 11th edition, 2011, Prentice Hall.
4. Francis Soundararaj, “Speaking and Writing for Effective Business Communication”, 2008, Macmillan.
5. RK Madhukar, “Business Communication”, 2010, Vikas Publishing House Pvt. Ltd.
6. Mallika Nawal, “Business Communication”, 2012, Cengage Learning India.
7. Meenakshi Raman & Prakash Singh, “Business Communication”, 2012, OUP

Course Outcome (CO)

CO #	Description
CO -1	Understand the scope of communication and learn its importance and implication strategies.
CO-2	Recognize and learn the sub-skills of listening and speaking and be able to deliver effectively in the real time contexts.
CO-3	Imbibe the mechanics of writing and construct effective paragraphs which benefit in a longer composition.
CO-4	Use different forms of written communication techniques to make effective internal and external business correspondence.
CO-5	Apply principles of effective writing to practical applications in business communication, including correct spelling and punctuation and appropriate content, style, and form.
CO-6	Adapt the tone of business documents to the needs of particular audiences, including professional, cross-cultural, and Christian contexts, by identifying appropriate context.
CO-7	Produce different types of reports with appropriate format, organization and language.

CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Understand the scope of communication and learn its importance and implication strategies.	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO-2	Recognize and learn the sub-skills of listening and speaking and be able to deliver effectively in the real time contexts.	1,2,3,4,5,6,8,9	1,2,3,4,5
CO-3	Imbibe the mechanics of writing and construct effective paragraphs which befit in a longer composition.	1,2,4,5,6,7,8,9	1,2,3,4,5
CO-4	Use different forms of written communication techniques to make effective internal and external business correspondence.	1,3,4,5,6,7,8,9	1,2,3,4,5
CO-5	Apply principles of effective writing to practical applications in business communication, including correct spelling and punctuation and appropriate content, style, and form.	1,2,3,4,5,7,8,9	1,2,3,4,5
CO-6	Adapt the tone of business documents to the needs of particular audiences, including professional, cross-cultural, and Christian contexts, by identifying appropriate context.	1,2,3,5,7,8,9	1,2,3,4,5
CO-7	Produce different types of reports with appropriate format, organization and language.	1,2,3,4,6,7,8,9	1,2,3,4,5

CO-PO Matrix

Course Outcome	Programme Outcome								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	3	2	2	2	2	3	3	2
CO 2	2	2	3	3	1	3	-	1	3
CO 3	2	3		2	2	2	2	2	3
CO 4	3	-	2	3	3	2	2	3	3
CO 5	3	2	3	2	2	-	3	3	3
CO 6	2	3	2	-	3	-	3	3	2
CO 7	3	2	3	1	-	2	2	3	3
Average	2.57	2.50	2.50	2.17	2.17	2.20	2.50	2.57	2.71

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High)

-: None

Course Outcome	Programme Specific Outcome				
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	2	3	2	2
CO 2	2	3	3	3	3
CO 3	2	2	2	2	2
CO 4	3	2	3	1	3
CO 5	1	3	3	3	2
CO 6	3	1	2	2	2
CO 7	3	2	1	3	1
Average	2.29	2.14	2.43	2.29	2.14

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High)

-: None

Subject: Financial Management

Semester: 2

Subject Category: CC

Credit: 4 (L-3; T-1)

Subject Code: 1300061106

Syllabus

Module-I: Introduction

- Definition, Nature and Scope of Financial Management
- The Risk-Return trade-off
- Introduction of the three important decisions in Financial Management: Capital Budgeting, Capital Structuring and Dividend

Module-II: Investment Decision

- The Capital Budgeting Process
- Cash flow Estimation
- Concept of Time Value of Money
- Future Value
- Net Present Value
- Internal Rate of Return

Module-III: Financing Decision

- Debt and Equity
- Leverage (High Leverage and Low Leverage firms)
- Cost of Capital: Cost of Equity (Capital Asset Pricing Model) and Cost of Debt
- Calculation of Weighted Average Cost of Capital
- Theories (Net Income, Net Operating Income, Modigliani Miller and Traditional Approach)

Module-IV: Working Capital

- Concept of Working Capital
- Working Capital Management
- Characteristics of Current Assets
- Factors Influencing Working Capital Requirements
- Level of Current Assets

- Current Assets Financing Policy
- Operating Cycle and Cash Cycle

Module-V: Fund Flow Statement

- Statement of Changes in Working Capital
- Fund Flow Analysis (Sources of Funds and Application of Funds)
- Funds from Operations (Non-fund items and Non-trading Charges)

Module-VI: Ratio Analysis

- Concept of Ratio Analysis
- Importance of Ratio Analysis
- Calculation of different types of ratios: Liquidity, Valuation, Solvency, Profitability and Turnover
- Interpretation of the results of the ratios

Module-VII: Bond Valuation

- Concept of Bonds, Different types of Bonds
- Calculation of Bonds with annual and semi-annual interests
- Price-Yield Relationship, Clean and Dirty Bonds
- Different types of yields

Module-VIII: Dividend Decision

- Concept of Dividend, why firms pay dividends?
- Dividend Payout Ratio
- Dividend Yield
- Ex-dividend
- Record Date
- Dividend Payout Policy (Stable, Constant and Residual)
- Gordon Growth Model

Suggested Readings

- P. Singh (2009), Fundamentals of Financial Management, Second Edition, Ane Books Private Limited.
- A. Damodaran (2014), Applied Corporate Finance, Fourth Edition, John, Wiley & Sons, Inc.
- P. Chandra (2011), Financial Management, Eight Edition, Tata McGraw Hill Publishing Company Limited.
- A. Shapiro (2020), Multinational Financial Management, Eleventh Edition, John, Wiley & Sons, Inc.

Course Outcome (CO):

CO #	Description
CO-1	Enumerates the concept of Financial Management along with the Risk-Return trade off and the three important decisions of Capital Budgeting, Capital Structure and Dividends. Thus, helps students in understanding the core concepts of Corporate Finance. It also helps students to understand as to how management principles can be applied in financial planning.
CO-2	Helps students to understand the concept of Capital Budgeting. Thus, empowering students with the necessary skill sets that are required to take effective business decisions (using creative techniques) for achieving the objectives of an organisation.
CO-3	States the important concept of Capital Structuring. Thus, imparting students with the knowledge for financing a company. It also imparts students with the knowledge of Cost of Capital. Thus, empowering students with the knowledge and technical knowhow to succeed in the corporate world. It also helps students to understand the importance of Ethics in running a business and to inculcate the spirit of social responsibility. Thus, in this way helping students to act as Corporate Citizens.
CO-4	Helps students to understand the concept of Working Capital. Thus, imparting students with the knowledge and the skill sets which will enable them to take leadership role for solving various business problems in an organisation. It also helps students to understand the importance of Ethics in running a business and to inculcate the spirit of social responsibility. Thus, in this way making students job ready.
CO-5	Enumerates the concept of Fund Flow Statement. In other words, it helps students to analyse as to how a company raises and utilises its funds. Thus, empowering students with the knowledge that is necessary to succeed in the corporate world.
CO-6	Depicts the important concept of Ratio Analysis. Thus, imparting students with the necessary skill sets to analyse the financial health as well as calculating the value of a company. Thus, in the process making them job ready.
CO-7	Helps students to understand the different aspects of Bond Valuation (Debt Instrument). Thus, imparting within students the knowledge to succeed in corporate world.
CO-8	Enumerates the concept as well as the different aspects of Dividends as well as valuation of a company using Gordon Growth Model. Thus, empowering students with the necessary skill sets to meet the challenges of the business world (using creative techniques). Thus, in this way making them job ready.

CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Enumerates the concept of Financial Management along with the Risk-Return trade off and the three important decisions of Capital Budgeting, Capital Structure and Dividends. Thus, helps students in understanding the core concepts of Corporate Finance. It also helps students to understand as to how management principles can be applied in financial planning.	1,2,3,4,5,6,7,8,9,10	1,2,3,4,5
CO-2	Helps students to understand the concept of Capital Budgeting. Thus, empowering students with the necessary skill sets that are required to take effective business decisions (using creative techniques) for achieving the objectives of an organisation.	1,2,3,4,5,6,7,8,9,10	1,2,3,4,5
CO-3	States the important concept of Capital Structuring. Thus, imparting students with the knowledge for financing a company. It also imparts students with the knowledge of Cost of Capital. Thus, empowering students with the knowledge and technical knowhow to succeed in the corporate world. It also helps students to understand the importance of ethics in running a business and to inculcate the spirit of social responsibility. Thus, in this way helping students to act as Corporate Citizens.	1,2,3,4,5,6,7,8,9,10	1,2,3,4,5
CO-4	Helps students to understand the concept of Working Capital. Thus, imparting students with the knowledge and the skill sets which will enable them to take leadership role for solving various business problems in an organisation. It also helps students to understand the importance of ethics in running a business and to inculcate the spirit of social responsibility. Thus, in this way making students job ready.	1,2,3,4,5,6,8,9,10	1,2,3,4,5
CO-5	Enumerates the concept of Fund Flow Statement. In other words, it helps students to analyse as to how a company raises and utilises its funds. Thus, empowering students with the knowledge that is necessary to succeed in the corporate world.	1,2,3,4,5,6,7,8,9,10	1,2,3,4,5
CO-6	Depicts the important concept of Ratio Analysis. Thus, imparting students with the necessary skill sets to analyse the financial health as well as calculating the value of a company. Thus, in the process making them job ready.	1,2,3,4,5,6,7,8,9,10	1,2,3,4,5
CO-7	Helps students to understand the different aspects of Bond Valuation (Debt Instrument). Thus, imparting within students the knowledge to succeed in corporate world.	1,2,3,4,5,6,7,8,9,10	1,2,3,4,5
CO-8	Enumerates the concept as well as the different aspects of Dividends as well as valuation of a company using Gordon Growth Model. Thus, empowering students with the necessary skill sets to meet the challenges of the business world (using creative techniques). Thus, in this way making them job ready.	1,2,3,4,5,6,8,9,10	1,2,3,4,5

CO-PO Matrix

Course Outcome	Programme Outcome									
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	2	3	2	1	2	3	3	2	2	2
CO 2	3	3	2	3	2	3	2	2	2	3
CO 3	3	3	2	1	2	1	2	3	2	3
CO 4	2	3	3	2	3	3	-	1	3	1
CO 5	2	3	2	2	2	3	3	2	2	2
CO 6	3	2	2	3	2	3	2	2	2	3
CO 7	3	3	2	2	2	1	2	3	2	3
CO 8	3	2	3	3	2	3	-	3	3	1
Average	2.63	2.75	2.25	2.13	2.13	2.50	2.33	2.25	2.25	2.25

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) - : None

CO-PSO Matrix

Course Outcome	Programme Specific Outcome				
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	2	2	3
CO 2	3	2	3	2	2
CO 3	3	3	2	2	2
CO 4	3	3	3	3	2
CO 5	1	3	2	2	3
CO 6	3	2	3	2	2
CO 7	3	3	2	2	2
CO 8	3	3	3	3	2
Average	2.63	2.75	2.50	2.25	2.25

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) - : None

Subject: Marketing Management

Semester: 2

Subject Category: CC

Credit: 4 (L: 3, T: 1)

Subject Code: 1300061107

Syllabus:

Module-I: Introduction to Marketing

- Definition of Marketing Management
- Marketing Philosophy, Need
- Demand, want with classification
- Difference between selling and marketing
- Marketing terminology
- Market place vs Market space
- Meta Marketing & Multimediatizes
- Marketing Myopia

Module-II: Segmentation, Targeting & Positioning

- What is STP Strategy
- Meaning of Segmentation
- Classification of Segmentation
- Meaning of Targeting
- Meaning of Positioning

Module-III: Introduction to Marketing Mix

- Concept of Marketing Mix
- 4 P's of Marketing
- 4 C's of Marketing
- Introduction to product concept
- Core product, augmented product, total product
- PLC Curve analysis, Product Mix Strategy with length, depth, line, width & consistency

Module-IV: Introduction to Pricing strategy, place & promotion strategy

- Price & different classifications
- Place strategy

- Promotional tools and mixing strategy

Module-V: Introduction to Service Marketing

- Concept of service Mix
- 3P's of Service Mix
- Difference between product and service
- Service characteristics
- 4 I'S of Service Marketing
- Service Triangle
- Service Gap Analysis Model
- Service Quality

Suggested Readings

1. Marketing Management - concepts and case studies, M. Govindarajan
2. Marketing Management – Rajan Saxena, 6th Edition
3. Marketing for Managers - David Mercer
4. Marketing Management - Phillip Kotler

Course Outcome (CO):

CO #	Description
CO -1	Definition of Marketing Management, Marketing Philosophy, Need, Demand, Want with classification, Difference between selling and Marketing, Marketing terminology, Market place vs Market space, Meta Marketing & Multimediatizes, Marketing Myopia.
CO-2	What is STP Strategy, Meaning of Segmentation, classification of Segmentation, Meaning of Targeting, Meaning of Positioning
CO-3	Concept of Marketing Mix, 4 P's of Marketing, 4 C's of Marketing, Introduction to product concept, Core product, augmented product, total product, PLC Curve analysis, Product Mix Strategy with length, depth, line, width & consistency.
CO-4	Price & different classifications, place strategy, promotional tools and mixing strategy.
CO-5	Concept of service Mix, 3P's of Service Mix , Difference between product and service, Service characteristics, 4 I'S of Service Marketing, Service Triangle, Service Gap Analysis Model, Service Quality.

CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Definition of Marketing Management, Marketing Philosophy, Need, Demand, Want with classification, Difference between selling and Marketing, Marketing terminology, Market place vs Market space, Meta Marketing & Metamediaries, Marketing Myopia.	1,2,3,4,5,6,7,8,9,10	1,2,3,4,5
CO-2	What is STP Strategy, Meaning of Segmentation, classification of Segmentation, Meaning of Targeting, Meaning of Positioning	1,2,3,5,7,8,9,10	1,2,3,4
CO-3	Concept of Marketing Mix, 4 Ps of Marketing, 4 Cs of Marketing, Introduction to product concept, Core product, augmented product, total product, PLC Curve analysis, Product Mix Strategy with length, depth, line, width & consistency.	1,2,3,4,5,6,8,9,10	1,2,4
CO-4	Price & different classifications, place strategy, promotional tools and mixing strategy.	1,2,3,4,6,8,9,10	1,2,3,4,5
CO-5	Concept of service Mix, 3P's of Service Mix, Difference between product and service, Service characteristics, 4 I'S of Service Marketing, Service Triangle, Service Gap Analysis Model, Service Quality.	1,2,5,6,8,10	1,2,3

CO-PO Matrix

Course Outcome	Programme Outcome									
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	2	3	-	3	3	3	3	2	2	2
CO 2	3	-	2	2	2	3	-	2	3	2
CO 3	2	3	3	-	2	-	3	3	2	2
CO 4	2	2	2	-	2	-	2	3	2	2
CO 5	3	1	2	2	-	2	2	3	-	3
Average	2.40	2.25	2.25	2.33	2.25	2.67	2.50	2.60	2.25	2.20

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High)-: None

CO-PSO Matrix

Course Outcome	Programme Specific Outcome				
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	2	3	2	3
CO 2	1	1	1	1	-
CO 3	3	3	-	3	-
CO 4	2	2	1	2	3
CO 5	3	3	3	-	-
Average	2.2	2.2	1.6	1.6	1.2

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High)-: None

Subject: Human Resource Management

Subject Category: CC

Credit: 4 (L:3; T:1)

Subject Code: 2241124

Syllabus

Module-I

Basic concepts of human resource management, Functions and structure of human resource management, difference between personnel management and human resource management, Role of HR managers.

(4 sessions)

Module-II:

Basics of HR Planning. Need of human resource planning. Various stages, methods and techniques of human resource planning process, strategies of human resource planning.

(8 sessions)

Module-III

Recruitment and selection, their differences. Various sources of recruitment and their advantages and disadvantages. Recruitment and selection processes. Critical issues in recruitment and selection, retention.

(6 sessions)

Module-IV

Job analysis and job evaluation: Job analysis concepts, process, uses, limitations; Job Description, Job Specification. Job Evaluations: concepts, methods, limitations.

(6 sessions)

Module-V

Human resource development, HRD needs, Training need analysis, HRD methods: Training and non-training methods.

(6 sessions)

Module-VI

Performance Appraisal: Purpose, various methods, various instruments for appraisal, Errors in appraisal.

(4 sessions)

Module-VII

Compensation Management: Concepts of wages, Factors influencing wage structures, Different methods of fixing the wage, Different methods of payment of wages, Fringe benefits. *(4 sessions)*

Module-VIII

Industrial Relations in India: different approaches of IR; Management and Trade Unions: nature, importance and role of trade unions in IR; Problems of trade union in India, Industrial dispute. *(4 sessions)*

Module-IX

Worker's participation in management: concepts, quality circles- concepts and limitations. *(2 sessions)*

Module-X

Misconduct, disciplinary action, domestic enquiry, grievance handling. *(2 sessions)*

Suggested Readings:

1. W.B. Werther & Keith Davis: Human Resource Management, McGraw Hill.
2. Dessler, Human Resource Management, Pearson Education/PHI.
3. K.K. Chaudhuri: Personnel Management for Executives, Himalaya Publishing.
4. S. Venkata Ratnam & B.K. Srivastava: Personnel Management and Human Resources, Tata McGraw Hill.
5. P.C Tripathi: Human Resource Development : Sultan Chand
6. George Bohlander and Scott Snell (2008), Human Resource Management, Cengage Learning Private Limited, Alphas Building, 56-Janpat, New Delhi-110001.
7. K Aswathappa, Human Resource and Personnel Management, Tata McGraw-Hill Education, 2005.
8. Mamoria C.B and Goankar S.V(2010). Human Resource Management, Himalaya Publishing House, Girgaon, Mumai-400004.
9. Subba Rao (2014), Essentials of Human Resource Management and Industrial Relations, Himalaya Publishing House, Girgaon, Mumbai-400004.
10. VSP Rao, Human Resource Management: Text and cases, First edition, Excel Books.

Course Outcome (CO):

CO #	Description
CO -1	Integrated perspective on role of HRM in modern business and the ability to plan human resources and implement techniques and to impart fundamentals of HR practices in various organisations.
CO-2	Competency to recruit, select, train, appraise the performance of the employees and proper retention to handle their issues and to evaluate the new trends in HRM.
CO-3	Rational design of compensation and salary administration and to provide the students a synthesized framework theory.

CO-4	Successful restructuring of the organization requires good planning which will address all the programmatic needs, support services to advance organizational goals. The students must be able to frame good planning of the workforce along with brilliant communication skills to cope up with current situation in times of challenging situation.
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CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Integrated perspective on role of HRM in modern business and the ability to plan human resources and implement techniques and to impart fundamentals of HR practices in various organisations.	1,2,4,5,8,9,10	1,2,3,4,5
CO-2	Competency to recruit, select, train, appraise the performance of the employees and proper retention to handle their issues and to evaluate the new trends in HRM.	1,3,5,6,7,8,9,10	1,2,3,4,5
CO-3	Rational design of compensation and salary administration and to provide the students a synthesized framework theory.	1,2,3,4,5,8,9,10	1,2,3,4,5
CO-4	Successful restructuring of the organization requires good planning which will address all the programmatic needs, support services to advance organizational goals. The students must be able to frame good planning of the workforce along with brilliant communication skills to cope up with current situation in times of challenging situation.	1,2,3,4,5,8,9,10	1,2,3,4,5

CO-PO Matrix

Course Outcome	Programme Outcome									
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	3		2	2			2	3	3
CO 2	3		3		2	2	1	2	2	3
CO 3	2	2	2	1	1			2	1	2
CO 4	2	3	2	1	3	2	2	1	2	2
Average	2.50	2.67	2.33	1.33	2.00	2.00	1.50	1.75	2.00	2.50

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

Course Outcome	Programme Specific Outcome				
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1	1	2	2	2
CO 2	2	1	3	2	1
CO 3	3	2	2	3	2
CO 4	2	2	3	3	1
Average	2.00	1.50	2.50	2.50	1.50

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Business Environment

Semester: 2

Subject Category: CC

Credit: 4 (L: 3, T: 1)

Subject Code: 1300061111

Syllabus

Unit-I: Legal Environment

Module-I

1. Concept of Business, Levels of the Business Environment, Understanding the Environment; Business and Society, Business and Culture , Indian Business Culture,
2. Legal Aspects of Business - Society, State and Law, Enforceability of Law, Mercantile Law. Indian Contract Act, 1872 – Contract defined, Elements of valid contract, Classification of contracts, Offer and acceptance, Consideration, Capacity to contracts, Free consent, Legality of object and consideration, Illegal agreements, Termination of contracts, Breach of contract, Indemnity and guarantee, Laws of agency
3. Sale of Goods Act, 1930 – Classification of goods, Conditions & Warranties, Passing of ownership rights, Rights of an unpaid seller, Remedies for breach of Contract of Sale of Goods.
4. Negotiable Instruments Act, 1881 – Definition and characteristics of different types of negotiable instruments, Parties to a negotiable instrument and their capacity, Dishonor of cheques, Discharge from Liability, Crossing of cheques, Bank drafts and Banker's cheques.

Module-II

5. Companies Act, 1956 – Nature and kinds of companies, Formation, Memorandum, Articles, Prospectus, Capital – shares, debentures, borrowing powers, minimum subscription, Appointment of Directors; Winding up of companies (Including Amendments)
6. Consumer Protection Act, 1986 – Salient features and objectives of the Consumer Protection Act, 1986, Different Consumer redressal Forums, Composition and jurisdiction of district, state and National forum, Mode of complaints, Procedures for disposal of complaints, Penalty.
7. Intellectual Property Right- Laws relating to Patents (Patent Act, 1970), Trademarks (Trademark Act, 1999), Copyright (Copyright Act, 1957), Geographical Indications (Registration & Protection) Act, 1999

Module-III

8. Competition Act, 2002: Basic Concepts –Constitutional aspect of Elimination of Concentration of Wealth and Distribution of Resources Article 39 (b) (c) Relation between Competition Policy and Competition Law –Objectives of Competition Law- History and Development of Competition Law / Antitrust Law, Liberalization and Globalization - Raghavan Committee Report, Difference between MRTP Act and Competition Act, Salient feature of Competition Act, Important Definitions under the Competition Act, 2002
9. Anti-Competitive Agreements, Horizontal and Vertical agreement, Rule of Perse and Reason, Appreciable Adverse Effect on Competition (AAEC) in India, Exemption, Prohibition of Anti-competitive agreement/ Cartel/bid rigging; Regulation of Abuse of Dominant Position – Enterprise, Relevant Market, Dominance in Relevant Market, Abuse of dominance, Predatory Pricing; Regulation of Combinations- Merger, Acquisition, Amalgamation and Takeover - Horizontal, Vertical and Conglomerate Mergers - Combinations covered under the Competition Act, 2002 – Regulations, Penalties, Enforcement Mechanisms - Establishment and Constitution of Competition Commission of India, Powers and Functions- Jurisdiction of the CCI – adjudication and appeals, Competition Appellate Tribunal (CompAT), Director General of Investigation (DGI)- Penalties and Enforcement.
10. Competition Advocacy in India and other foreign jurisdictions; Emerging Trends in Competition Law (National and International) - Intellectual Property Rights and Competition Law, International Trade and Competition Law, The Competition (Amendment) Bill, 2012, Draft National Competition Policy, 2011.

Unit-II: Economic Environment

Module-I

1. Introduction to Economic Environment, Economic Environment of Business, The Global Economic Environment, Economic Policies, Business and Economic Policies; Economic Indicators – Consumer Price Index, Interest Rate, Inflation Rate and its impact on Business, Business Risk; Introduction to Economic Systems, Capitalist Economy, Socialist Economy, Mixed Economy
2. Introduction to Financial Environment; An Overview of the Financial System, Components of Financial System, Financial Institutions and their Roles, Financial Institutions in India, Role of Foreign Direct Investment; Regulatory Role of Government, Promotional Role of Government, Participatory Role of Government, Conciliatory and Judicial Role of Government, Impact of India's Industrial Policy on Economic Reforms

Module-II

3. Introduction to New Economic Policy (NEP), Industrial Policy, The crisis of June, 1991, Objectives of New Economic Policy – 1991, Emphasis of NEP on Liberalization, NEP and Privatization, NEP effect on Globalization, Positive and Negative effects of New Economic Policy

- Introduction to Political Environment, Political Environment and the Economic system, Types of Political Systems, Indian Constitution and Business, Changing Profile of Indian Economy , Business Risks Posed by the Indian Political System

Suggested Readings:

- Sen & Mitra: Commercial law; World Press
- Pathak: Legal Aspect of Business, TMH
- Das & Ghosh: Business Regulatory Framework: Ocean Publication, Delhi
- Pillai & Bagavathi: Business law, S. Chand
- Dutt & Sundaram: Economic Environment of Business, S. Chand
- Misra, S. K & Puri, D. K.: Economic Environment of Business, Himalaya Publishing

Course Outcome (CO)

CO #	Description
CO -1	Comprehend the forces that shape business and economic structure and develop strategies to cope with the same.
CO-2	Evaluate the economic & political environmental dynamics to cope with the changing regulations affecting business and its profitability.
CO-3	Analyse the competitive forces in environment and accordingly devise business policies and strategies to stay in competitive position.
CO-4	Analyze the desirability of technological advancement in the current set-up and how to gain technological advancement with least cost.
CO-5	Understand the international influences on domestic business and measures to be taken for successful global business operations

CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Comprehend the forces that shape business and economic structure and develop strategies to cope with the same.	1,2,3,4,5,6,7,8,9,10	1,2,3,4,5
CO-2	Evaluate the economic & political environmental dynamics to cope with the changing regulations affecting business and its profitability.	1,2,3,4,5,6,7,8,9,10	1,2,3,4,5
CO-3	Analyse the competitive forces in environment and accordingly devise business policies and strategies to stay in competitive position.	1,2,3,4,5,6,7,8,9,10	1,2,3,4,5
CO-4	Analyze the desirability of technological advancement in the current set-up and how to gain technological advancement with least cost.	1,2,3,4,5,6,8,9,10	1,2,3,4,5
CO-5	Understand the international influences on domestic business and measures to be taken for successful global business operations	1,2,4,5,6,7,8,9,10	1,2,3,4,5

CO-PO Matrix

Course Outcome	Programme Outcome									
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	2	3	2	1	2	3	3	2	3	2
CO 2	3	3	2	3	2	3	2	2	3	3
CO 3	3	3	2	1	2	1	2	3	3	3
CO 4	2	3	3	2	3	3	-	1	3	1
CO 5	3	2	-	3	3	2	3	3	2	2
Average	2.60	2.80	2.25	2.00	2.40	2.40	2.50	2.20	2.80	2.20

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High)

-: None

CO-PSO Matrix

Course Outcome	Programme Specific Outcome				
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	1	3	2	2	3
CO 2	3	2	3	2	2
CO 3	3	3	2	2	2
CO 4	3	3	3	3	2
CO 5	1	2	3	3	2
Average	2.20	2.60	2.60	2.40	2.20

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High)

-: None

Subject: Management Information System & Enterprise Resource Planning

Semester: 2

Subject Category: CC

Credit: 4 (L:3, T:1)

Subject Code: 1300061110

Syllabus

Module-I: Introduction to Management Information System (MIS)

- Introduction to MIS
- Concepts and Definition
- Role of MIS
- Concepts & process in Decision Making.

Module-II: Introduction to Information Technology

- Database Management System
- Networking
- Systems & Application Software

Module-III: Decision Making & Types of information systems

- Management information systems, transactions processing systems, decisions support systems, expert systems, office automation systems and knowledge-based systems
- Structured decision making, unstructured decision making and semi structured decision making.

Module-IV: Information Systems Analysis & Design

- Stages of SDLC
- Feasibility study, systems study, and systems design.
- Resource utilization, implementation, audit, operation, maintenance, and modification

Module-V: Functional Information Systems

- Marketing, Finance, HR, Production/Operations information systems.

Module-VI: Overview on Different Enterprise Applications & Cloud Computing

- ERP System, CRM System, SCM System etc
- Cloud Computing

Module-VII: ERP System

- ERP Basics– why ERP- History of ERP- ERP Modules- Functions of each Module
- ERP Implementation Process- implementation success factors –Introduction of SAP ERP – SAP Architecture
- Introduction of SAP HANA – Its Features – Difference Between SAP ECC & SAP HANA – SAP Organisation Structure
- Overview of SAP Business Processes or Cycles - Overview of SAP Master Data related with each Modules of SAP

References:

1. Management Information Systems, Effy OZ, Thomson Learning/Vikas Publications
2. Management Information Systems, James A. O'Brien, Tata McGraw-Hill
3. Management Information System, W.S Jawadekar, Tata Mc Graw Hill Publication.
4. Management Information System, David Kroenke, Tata Mc Graw Hill Publication.
5. MIS: Management Perspective, D.P. Goyal, Macmillan Business Books.
6. MIS and Corporate Communications, Raj K. Wadhwa, Jimmy Dawar, P. Bhaskara Rao, Kanishka Publishers.
7. MIS: Managing the digital firm, Kenneth C. Landon, Jane P. Landon, Pearson Education

Course Outcome (CO)

CO #	Description
CO -1	Implement different types of information system in an organization like MIS & DSS and understand the phases for SDLC.
CO-2	Able to gather data to analyze and specify the requirements of a system.
CO-3	Develop and analyze data flow diagrams and explain how to develop the project budget.
CO-4	Design system input/output components and environments and also describe the process of moving from logical to physical data models.
CO-5	Identify the techniques in testing phase for better quality assurance.

CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Implement different types of information system in an organization like MIS & DSS and understand the phases for SDLC.	1,2,3,4,5,6,7,8,9,10	1,2,3,4,5
CO-2	Able to gather data to analyze and specify the requirements of a system.	1,2,3,4,5,6,7,8,9,10	1,2,3,4,5
CO-3	Develop and analyze data flow diagrams and explain how to develop the project budget.	1,2,3,4,5,6,7,8,9,10	1,2,3,4,5
CO-4	Design system input/output components and environments and also describe the process of moving from logical to physical data models.	1,2,3,4,5,6,8,9,10	1,2,3,4,5
CO-5	Identify the techniques in testing phase for better quality assurance.	1,2,3,4,5,6,7,8,9,10	1,2,3,4,5

CO-PO Matrix

Course Outcome	Programme Outcome									
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	2	1	2	3	2	3	3	2	3	2
CO 2	3	3	2	3	2	3	2	2	1	3
CO 3	3	2	2	1	2	1	2	3	3	3
CO 4	2	3	3	2	3	3	-	1	3	1
CO 5	2	3	2	2	2	3	3	2	3	2
Average	2.40	2.40	2.20	2.20	2.20	2.60	2.50	2.00	2.60	2.20

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

Course Outcome	Programme Specific Outcome				
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	2	2	3
CO 2	3	1	2	2	2
CO 3	2	3	3	2	2
CO 4	3	3	3	3	2
CO 5	3	2	2	2	3
Average	2.60	2.40	2.40	2.20	2.40

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Production & Operations Management

Semester: 2

Credit: 4 (L: 3, T: 1)

Subject Code: 1300061108

Syllabus:

Module-I: Introduction to Production

- Scope and characteristics of modern operations management
- Recent trends in operations management
- Types of production system
- Lean production concept
- Bottle neck operations
- Concept of QQTC

Module-II: Operations Planning

- Demand forecasting with numerical exposure
- Capacity planning requirement with measurement of efficiency & utilization
- Facility location, facility layout, resource aggregate planning
- EOQ, ROL, Maximum, Minimum, Avg. Inventory Level with numerical exposure.

Module-III: Design of operations systems and control

- Product Design
- Process design
- Product life cycle
- Process planning
- Process selection

Module-IV: Production planning and control

- Introduction
- Control measures
- Time study
- Work study
- Method study
- Job evaluation
- Job allocation

- Assignment Technique
- Scheduling queuing models
- Jonson Bellman algorithm with numerical exposure

Module-V: Project Management

- Project Planning, project life cycle
- Concept of Network Diagram
- Concept of GANTT Chart & WBS
- Critical Path measurement
- Forward pass, and backward pass rule in PERT & CPM with numerical exposure
- Difference between PERT and CPM
- Concept of total float, free float & independent float with numerical exposure

Module-VI: Maintenance and spares management:

- Preventive maintenance
- Break down maintenance
- Routine maintenance
- Replacement of machines
- Spare parts management

Module-VII: Reliability & TQM Concept:

- Concept of MTBF, MTTR in Reliability measurement
- Concept of KAIZEN, KANBAN, and TQM
- Six Sigma brief over view

Suggested Readings

1. Production & Operations Management, S.N. CHARY
2. Production and Operations Management: Manufacturing and Services, Richard B. Chase
3. Production and Operations Management, N. Suresh
4. Operations Management: Theory and Practice, B. Mahadevan
5. Production and Operations Management Systems, Martin Starr

Course Outcome (CO):

CO #	Description
CO -1	POM analyses the concepts of Production and identifies the evolution of Production throughout the organization.
CO-2	In Operations Planning students will learn, Demand forecasting with numerical exposure, capacity planning requirement with measurement of efficiency & utilization, facility location, facility layout, resource aggregate planning, EOQ, ROL, Maximum, Minimum, Avg. Inventory Level with numerical exposure.
CO-3	In Design of operations systems and control students will learn Product Design, process design, product life cycle, process planning, and process selection.
CO-4	In Production planning and control students will learn Introduction, control measures, time study, work study, method study, job evaluation, job allocation, Assignment Technique, Scheduling queuing models, Jonson Bellman algorithm with numerical exposure.
CO-5	In Project Management students will learn Project Planning, project life cycle, concept of Network Diagram, concept of GANTT Chart & WBS, Critical Path measurement, forward pass and backward pass rule in PERT & CPM with numerical exposure, difference between PERT and CPM, Concept of total float, free float & independent float with numerical exposure.
CO-6	In Maintenance and spares management students will learn, Preventive maintenance, Break down maintenance, Routine maintenance, Replacement of machines, Spare parts management.
CO-7	In Reliability & TQM Concept students will learn Concept of MTBF, MTTR in Reliability measurement, Concept of KAIZEN, KANBAN and TQM, Six Sigma brief over view.

CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	POM analyses the concepts of Production and identifies the evolution of Production throughout the organization.	1,2,3,4,5,6,7,8,9,10	1,2,3,4,5
CO-2	In Operations Planning students will learn, Demand forecasting with numerical exposure, capacity planning requirement with measurement of efficiency & utilization, facility location, facility layout, resource aggregate planning, EOQ, ROL, Maximum, Minimum, Avg. Inventory Level with numerical exposure.	1,2,3,5,7,8,10	1,2,3,4
CO-3	In Design of operations systems and control students will learn Product Design, process design, product life cycle, process planning, and process selection.	1,2,3,4,5,6,8,9	1,2,4
CO-4	In Production planning and control students will learn Introduction, control measures, time study, work study, method study, job evaluation, job allocation, Assignment Technique, Scheduling queuing models, Jonson Bellman algorithm with numerical exposure.	1,2,3,4,6,8,9	1,2,3,4,5
CO-5	In Project Management students will learn Project Planning, project life cycle, concept of Network Diagram, concept of GANTT Chart & WBS, Critical Path measurement, forward pass and backward pass rule in PERT & CPM with numerical exposure, difference between PERT and CPM, Concept of total float, free float & independent float with numerical exposure.	1,2,5,6,8,10	1,2,3
CO-6	In Maintenance and spares management students will learn, Preventive maintenance, Break down maintenance, Routine maintenance, Replacement of machines, Spare parts management.	4,6,8,9	2,3,4,5

CO-7	In Reliability & TQM Concept students will learn Concept of MTBF, MTTR in Reliability measurement, Concept of KAIZEN, KANBAN and TQM, Six Sigma brief over view.	2,5,6,8,10	1,2,3
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CO-PO Matrix

Course Outcome	Programme Outcome									
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	2	1	2	3	3	2	2	3	1
CO 2	1	1	1	-	2	-	2	2	-	3
CO 3	1	1	3	3	3	1	-	2	2	-
CO 4	2	2	2	1	-	2	-	2	2	-
CO 5	1	3	-	-	2	1	-	2	-	2
CO 6	-	-	-	2	-	2	-	3	3	-
CO 7	-	3	-	-	3	2	-	2	-	2
Average	1.14	1.71	1.0	1.14	1.85	1.57	0.57	2.14	1.42	1.14

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) - : None

CO-PSO Matrix

Course Outcome	Programme Specific Outcome				
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	2	3	2	3
CO 2	1	1	1	1	-
CO 3	3	3	-	3	-
CO 4	2	2	1	2	3
CO 5	3	3	3	-	-
CO 6	-	3	2	2	1
CO 7	1	3	3	-	-
Average	1.71	2.42	1.85	1.42	1.0

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) - : None

Subject: Research Methodology & Optimization Techniques

Semester: 2

Subject Category: CC

Credit: 4 (L: 3, T: 1)

Subject Code: 1300061112

Syllabus

Module-I: Research Methodology

1. Problem identification and Research Design- Problem identification and definition, research proposal, research type—exploratory, descriptive, conclusive research, value and cost information.
2. Data Resources- Secondary data sources, online data sources, primary data collection method, online surveys, questionnaire preparation, characteristics of good questionnaire, scale reliability checking of good questionnaire, Cronbach – Alpha measurement
3. Aptitude Measurement & Scaling Techniques - Elementary introduction to Measurement scale, rating scales, Likert & Semantic different scale.
4. Hypothesis: Meaning, types, characteristics, Formulation of hypothesis, Errors in hypothesis testing.
5. Sampling Plan- Universe, sample frame, sampling technique, sampling & non sampling errors, probability & non probability samples, simple random sampling, stratified random sampling, systematic sampling, Quota sampling, Judgmental sampling.
6. Data processing and Analysis -Tabulation of data, editing coding, Basic concept of Univariate, Bivariate & Multivariate data analysis

Module-II: Optimization Technique

1. Introduction: An overview of Quantitative Optimization Techniques, Quantitative Techniques and Decision Making in Business, Quantitative Techniques and Computer Software
2. Basic Mathematics in Business: Business Functions, Linear and Quadratic Functions, Cost, Revenue and Profit functions, Break Even Point (BEP), Matrix Theory: Applications, Definition and some types of Matrices, Matrix Operations, Applications of Matrices in Business Problems, Differential Calculus: Applications, Overview of Differential Calculus, Applications of Derivative, Price Elasticity of Demand, Price Elasticity of Supply, Average Cost and Marginal Cost, Maxima & Minima
3. Linear Programming: Introduction, Linear Programming Problem, Requirements of LPP, Mathematical Formulation of LPP, Case Studies of LPP, Graphical Methods to Solve Linear Programming Problems, Applications, Advantages, Limitations

4. Graphical Analysis of Linear Programming Problems: Introduction, Graphical Analysis, Some Basic Definitions, Graphical Methods to Solve LPP,
5. Duality in Linear Programming Problem: Introduction, Importance of Duality Concepts, Formulation of Dual Problem, Economic Interpretation of Duality
6. Theory of Games: Introduction – Minimax (maximin) – Criterion and optimal strategy – Solution of games with saddle points – Rectangular games without saddle points – 2 X 2 games – dominance principle – m X 2 & 2 X n games.
7. Transportation problem: Various methods of finding Initial basic feasible solution and optimal solution.
8. Assignment model: Algorithm and its applications.

Suggested Readings:

1. Handy A Taha, Operations Research – An Introduction, Prentice Hall of India, New Delhi
2. R. K. Bharadwaj, Anuradha Rajkonwar Chetiya, Kakali Majumdar, Quantitative Techniques for Business Managers, Himalaya Publishing House
3. Kanti Swarup, P.K Gupta & Manmohan, Operations Research, Sultan Chand

Course Outcome (CO)

CO #	Description
CO -1	Define various terms used in research process
CO-2	Describe research design, sample design and sampling methods
CO-3	Apply appropriate methods for data collection for research work PO5
CO-4	Use appropriate statistical tools for data analysis and interpretation
CO-5	Identify and develop operational research models from the verbal description of the real system.
CO-6	Understand the mathematical tools that are needed to solve optimisation problems.
CO-7	Use mathematical software to solve the proposed models.
CO-8	Develop a report that describes the model and the solving technique and analyse the results and propose recommendations

CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Define various terms used in research process	1,2,3,4,5,6,7,8,9,10	1,2,3,4,5
CO-2	Describe research design, sample design and sampling methods	1,2,3,4,5,6,7,8,9,10	1,2,3,4,5
CO-3	Apply appropriate methods for data collection for research work PO5	1,2,3,4,5,6,7,8,9,10	1,2,3,4,5
CO-4	Use appropriate statistical tools for data analysis and interpretation	1,2,3,4,5,6,8,9,10	1,2,3,4,5
CO-5	Identify and develop operational research models from the verbal description of the real system.	1,2,3,4,5,6,7,8,9,10	1,2,3,4,5
CO-6	Understand the mathematical tools that are needed to solve optimisation problems.	1,2,3,4,5,6,7,8,9,10	1,2,3,4,5
CO-7	Use mathematical software to solve the proposed models.	1,2,3,4,5,6,7,8,9,10	1,2,3,4,5
CO-8	Develop a report that describes the model and the solving technique and analyse the results and propose recommendations	1,2,3,4,5,6,8,9,10	1,2,3,4,5

CO-PO Matrix

Course Outcome	Programme Outcome									
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	2	3	2	3	2	3	3	2	3	2
CO 2	3	1	2	3	2	3	2	2	1	3
CO 3	3	3	2	3	2	1	2	3	3	3
CO 4	2	3	3	2	3	3	-	3	3	1
CO 5	2	2	2	3	2	3	2	2	2	2
CO 6	3	3	2	3	2	3	2	2	3	3
CO 7	3	2	2	2	2	1	3	3	2	3
CO 8	2	3	3	2	3	3	-	1	3	1
Average	2.50	2.50	2.25	2.63	2.25	2.50	2.33	2.25	2.50	2.25

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

Course Outcome	Programme Specific Outcome				
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	2	2	3
CO 2	3	2	3	2	3
CO 3	3	3	3	1	2
CO 4	3	3	3	3	2
CO 5	2	3	2	2	3
CO 6	3	2	3	2	2
CO 7	3	3	1	2	2
CO 8	2	3	2	3	2
Average	2.63	2.75	2.38	2.13	2.38

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Effective Business Communication-II

Semester: 2

Subject category: AECC

Credit: 2 (P:2)

Subject Code: 4030060101

Syllabus

Module-I: Employment Structure Program

- Resume Writing
- Covering Letters
- Follow Up Letters
- Application writing
- Activities: Job Application Exercises,

Module-II: Synergy Sessions

- Significance of GD
- Methodology & Guidelines
- Activities: Ice braker Activities, assigned roles, topic brainstorming, round-robin sharing, fish-bowl discussions, mindmapping

Module-III: Personality Development

- Essentials in public speaking
- Parameters in public speaking
- Context based speaking i.e., in general situation, specific professional situation, simulation/role play
- Activities: In prompt to speeches, mock presentations, postmasters, audience interaction exercise, stage presence

Module-IV: Adult Grooming

- Small talk
- Building rapport
- Expand social and Corporate Associations
- Informal Communication: Grapevine, Chat
- Activities: Role play, emotional intelligence, conflict resolution, peer feedback, cultural awarenessProcess, types and reading rate adjustment

Module-V: Comprehensive Reading

- Mastering the VC Game-Jeffrey Busgang
- "The Gentleman of the Raj" by Khushwant Singh

Module-VI: Logic & Analytics

- Logical Reasoning

Reading List

1. Koneru, A., "Professional Communication", 2008, Tata McGraw Hill.
2. Bill Mascull, "Business Vocabulary in Use", 2010, Cambridge University Press.
Reference Books:
3. Bovee, C. and Thill, J.V., "Business Communication Today", 11th edition, 2011, Prentice Hall.
4. Francis Soundararaj, "Speaking and Writing for Effective Business Communication", 2008, Macmillan.
5. RK Madhukar, "Business Communication", 2010, Vikas Publishing House Pvt. Ltd.
6. Mallika Nawal, "Business Communication", 2012, Cengage Learning India.
7. Meenakshi Raman & Prakash Singh, "Business Communication", 2012, OUP

Course Outcome (CO)

CO #	Description
CO -1	Understand the scope of communication and learn its importance and implication strategies.
CO-2	Recognize and learn the sub-skills of listening and speaking and be able to deliver effectively in the real time contexts.
CO-3	Imbibe the mechanics of writing and construct effective paragraphs which befit in a longer composition.
CO-4	Use different forms of written communication techniques to make effective internal and external business correspondence.
CO-5	Apply principles of effective writing to practical applications in business communication, including correct spelling and punctuation and appropriate content, style, and form.
CO-6	Adapt the tone of business documents to the needs of particular audiences, including professional, cross-cultural, and Christian contexts, by identifying appropriate context.
CO-7	Produce different types of reports with appropriate format, organization and language.

CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Understand the scope of communication and learn its importance and implication strategies.	1,2,3,4,7,8,9,10,11	1,2,3,4,5,6
CO-2	Recognize and learn the sub-skills of listening and speaking and be able to deliver effectively in the real time contexts.	1,2,4,5,8,9,10,11	1,2,3,4,5,6
CO-3	Imbibe the mechanics of writing and construct effective paragraphs which befit in a longer composition.	1,2,3,4,7,9,10,11	1,2,3,4,5,6
CO-4	Use different forms of written communication techniques to make effective internal and external business correspondence.	1,2,3,4,8,10,11	1,2,3,4,5,6
CO-5	Apply principles of effective writing to practical applications in business communication, including correct spelling and punctuation and appropriate content, style, and form.	1,2,3,4,6,7,8,9,10	1,2,3,4,5,6
CO-6	Adapt the tone of business documents to the needs of audiences, including professional, cross- cultural, and Christian contexts, by identifying appropriate context.	1,2,3,4,5,6,7,8,11	1,2,3,4,5,6
CO-7	Produce different types of reports with appropriate format, organization, and language.	1,2,3,4,5,6,10,11	1,2,3,4,5,6

CO-PO Matrix

Course Outcome	Programme Outcome									
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	3	2	2	1	-	-	3	3	1	1
CO 2	2	2	-	2	1	-	-	2	3	2
CO 3	3	1	1	3	-	-	3		1	3
CO 4	3	3	3	1	-	-	-	3	-	1
CO 5	3	2	2	3	-	1	2	2	2	2
CO 6	3	3	3	2	3	2	1	3	-	-
CO 7	1	3	1	3	3	2	-	-	-	1
Average	2.57	2.29	2	2.14	2.33	1.67	2.25	2.6	1.75	1.67

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

Course Outcome	Programme Specific Outcome				
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	1	2	2
CO 2	3	1	2	2	1
CO 3	3	3	2	1	3
CO 4	3	3	2	3	1
CO 5	3	2	3	3	1
CO 6	1	2	2	2	3
CO 7	3	3	3	2	3
Average	2.71	2.43	2.14	2.14	2

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Business Policy & Strategic Management

Semester: 3

Subject Category: CC

Credit: 4 (L: 3, T: 1)

Subject Code: 1030062114

Syllabus

Unit-I: Introduction to Business Policy and Strategy

- Nature & importance of business policy & strategy
- Introduction to the strategic management process and related concepts
- Characteristics of corporate
- Business & functional level strategic management decisions
- Company's vision and mission, need for a mission statement

Unit-II: Environmental Analysis & Diagnosis

- Analysis of company's external environment
- Michael E. Porter's 5 Forces model
- Internal analysis
- Importance of organisation capabilities
- Competitive advantage and core competence
- Michael E. Porter's Value Chain Analysis
- Porters Diamond Theory of National Advantage

Unit-III: Formulation of Competitive Strategies

- Michael E. Porter's generic competitive strategies
- Implementing competitive strategies- offensive & defensive moves
- Formulating Corporate Strategies-Introduction to strategies of growth, stability, and renewal
- Types of growth strategies – concentrated growth, product development, integration, diversification, international expansion (multi domestic approach, franchising, licensing, and joint ventures)
- CAGE distance framework
- Types of renewal strategies – retrenchment and turnaround
- Strategic fundamentals of merger & acquisitions

Unit-IV: Strategic Analysis and Choice

- Strategic gap analyses; portfolio analyses – BCG, GE

- Product market evolution matrix
- Experience curve
- Directional policy matrix
- Life cycle portfolio matrix
- Grand strategy selection matrix
- Behavioural considerations affecting choice of strategy; impact of structure, culture & leadership on strategy implementation
- Functional strategies & their link with business level strategies; introduction to strategic control & evaluation

Suggested Readings:

1. Kazmi, A. Strategic Management and Business Policy. McGraw Hill Education
2. Pearce, J.A. & Robinson, R.B. Strategic Management: Formulation Implementation and Control. McGraw Hill Education
3. Strickland, A.J. III & Thompson, A.A. Strategic Management: Concepts and Cases. McGraw Hill Education

Course Outcome (CO)

CO #	Description
CO -1	Explain the basic concepts of Strategic Management
CO-2	Apply strategic concepts to real-life business problems.
CO-3	Analyse various stages of strategic management starting from strategy formulation to its evaluation.
CO-4	Evaluate the strategy which best fits in achieving the organisational goals.
CO-5	Assess the impact of external environment on business strategy

CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Explain the basic concepts of Strategic Management	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO-2	Apply strategic concepts to real-life business problems.	1,2,3,4,5,6,8,9	1,2,3,4,5
CO-3	Analyse various stages of strategic management starting from strategy formulation to its evaluation.	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO-4	Evaluate the strategy which best fits in achieving the organisational goals.	1,2,3,4,5,6,8,9	1,2,3,4,5
CO-5	Assess the impact of external environment on business strategy	1,2,4,5,6,7,8,9	1,2,3,4,5

CO-PO Matrix

Course Outcome	Programme Outcome								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	2	3	2	1	2	3	3	2	2
CO 2	3	2	3	3	2	3	-	2	3
CO 3	2	3	2	3	2	3	2	3	3
CO 4	3	3	2	2	3	2	-	2	3
CO 5	3	2	-	3	3	2	3	3	2
Average	2.60	2.60	2.25	2.40	2.40	2.60	2.67	2.40	2.60

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

Course Outcome	Programme Specific Outcome				
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	2	2	3
CO 2	3	2	2	3	2
CO 3	3	3	3	2	3
CO 4	3	3	3	3	2
CO 5	1	2	2	2	2
Average	2.40	2.60	2.40	2.40	2.40

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Design Thinking

Semester: 3

Subject Category: CC

Credit: 4 (L: 3, T: 1)

Subject Code: 1030062115

Syllabus

Module-I: Design Thinking Overview

- Introduction to Design thinking
- Design Thinking Skills
- Exercise: Design Thinking Skills; Design Thinking Mindset
- Principles of Design Thinking

Module-II: General Approaches to Design Thinking

- The Basis for Design Thinking
- Design Thinking Frameworks
- The Design Thinking Team
- Design Thinking Workshops and Meetings Characteristics; Types of Workshops

Module-III: A Design Thinking Approach in Stages

- Apply the Design Thinking Frameworks
- Empathize with the Customers and/or Users
- Define the Problem; Ideate; Prototype Alternate Solutions; Test the Solutions

Module-IV: Design Thinking Techniques

- Listening and Empathizing Techniques
- Engagement
- Observation
- Showing Empathy
- Define and Ideation Techniques
- Unpacking
- Personas
- Pattern Recognition and Connecting the Dots
- Prototype and Test Techniques

- Types of Prototypes
- Forms of Testing in Design Thinking

Module-V: General Design Thinking Practices

- Visualization Techniques and Diagrams
- Use of Diagrams and Maps in Design Thinking
- Story Telling Techniques
- Story Telling Throughout the Design Thinking Process
- Improvisation; Scenarios

Module-VI: Adopt and Adapt Design Thinking

- Cautions and Pitfalls; Assumptions
- Pitfalls and Cautions in Design Thinking Workgroups
- Final Words and Best Practices; Best Practices

Suggested Readings:

1. Tim Brown, Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation, HarperCollins Publishers Ltd.
2. Idris Mootee, Design Thinking for Strategic Innovation,2013, John Wiley & Sons Inc
3. Stuart Pugh, Total Design: Integrated Methods for Successful Product Engineering, Bjarki Hallgrimsson, Prototyping and model making for product design, 2012, Laurence King Publishing Ltd
4. Kevin Henry, Drawing for Product designers, 2012, Laurence King Publishing Ltd

Course Outcome (CO):

CO #	Description
CO -1	Recognize the latest and future issues and challenges in innovation.
CO-2	Expose the student with the perspectives, ideas, concepts, and solutions related to the design and execution of innovation driven projects using design thinking principles.
CO-3	Develop an advance innovation and growth mindset form of problem identification and reframing, foresight, hindsight and insight generation.
CO-4	Prepare the mindset and discipline of systemic inspiration driven by an educated curiosity aimed find new sources of ideas, new connections and new models specially outside their regular operating atmosphere.
CO-5	Recognize and specify the best problem to solve and restate the problem as a function of its mutually exclusive and collectively exhaustive different dimensions.
CO-6	Propose a concrete, feasible, viable and relevant innovation project/challenge

CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Recognize the latest and future issues and challenges in innovation.	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO-2	Expose the student with the perspectives, ideas, concepts, and solutions related to the design and execution of innovation driven projects using design thinking principles.	1,2,3,4,5,6,8,9	1,2,3,4,5
CO-3	Develop an advance innovation and growth mindset form of problem identification and reframing, foresight, hindsight and insight generation.	1,2,4,5,6,7,8,9	1,2,3,4,5
CO-4	Prepare the mindset and discipline of systemic inspiration driven by an educated curiosity aimed find new sources of ideas, new connections and new models specially outside their regular operating atmosphere.	1,3,4,5,6,7,8,9	1,2,3,4,5
CO-5	Recognize and specify the best problem to solve and restate the problem as a function of its mutually exclusive and collectively exhaustive different dimensions.	1,2,3,4,5,7,8,9	1,2,3,4,5
CO-6	Propose a concrete, feasible, viable and relevant innovation project/challenge	1,2,3,5,7,8,9	1,2,3,4,5

CO-PO Matrix

Course Outcome	Programme Outcome								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	3	3	2	3	2	3	2	2
CO 2	2	2	3	3	1	3	-	1	3
CO 3	3	3	-	2	2	2	2	2	3
CO 4	3	-	3	3	3	2	2	3	3
CO 5	3	2	2	2	2	-	3	3	3
CO 6	2	3	3	-	3	-	3	3	2
Average	2.67	2.60	2.80	2.40	2.33	2.25	2.60	2.33	2.67

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

Course Outcome	Programme Specific Outcome				
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	3	2	2
CO 2	2	3	3	3	3
CO 3	2	2	2	2	2
CO 4	3	2	3	3	3
CO 5	1	3	3	3	2
CO 6	3	1	2	2	2
Average	2.33	2.17	2.67	2.50	2.33

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Managing Sports Business & Events

Semester: 3

Subject Category: DSE

Credit: 4 (L: 3, T: 1)

Subject Code: 2030082103

Syllabus:

Module 1

1. Sports management: Introduction, unique features of sports, environment, different sectors of sports. (4 classes).
2. Strategic sports management: Strategic management principles, strategic management process. (3 classes)
3. Organizational structure: Definition, dimensions, structural models, challenges for sports managers. (2 class)
4. Human resource management: Definition, HR in sports management, essentials of HR management. (3 class)
5. Leadership: Definition, theories of leadership, leadership and management. (3 class)

Module 2

6. Organizational culture: Importance, sports organizational culture, managing organizational culture, cultural complexities. (4 classes)
7. Financial management: Financial evaluation, funding sources, key financial management, financial information. (4 classes)
8. Sports marketing: Definition, Sports marketing framework, sports product innovation, digital sports marketing, sport marketing and social media, implementation and control of sports marketing strategy. (4 classes).
9. Media: Sports –media relationship, commercial dimensions, broadcasting, regulation, sports media manager. (2 classes)
10. Case studies and presentation. (1 class)

Module 3

11. Event: Definition, Classification, Categories, Benefits. (2 classes)

12. Event management: Strategy, Objectives, Role of creativity, Events Committee, Functions of Event committee, Event Committee structure, Functions of event management. (2 classes)
13. Event Planning: Benefits of event planning, PESTEL analysis, Budget, Sponsorship, Sponsorship plan, Functional area, Event evaluation techniques, Event planning timeline, Responsibilities of Stage manager, Stage manager duties, Brand management, Budget management, Criteria of budget development. (6 classes)

Course Outcome (CO)

CO #	Description
CO -1	Define Sports management and describe its features and analyze different sectors of Sports.
CO-2	Describe Strategic management principles, Discuss strategic management process.
CO-3	Define organizational structure, explain its dimensions, analyze structural models, Explain challenges for sports managers.
CO-4	Define HR in sports management, Analyze essentials of HR management
CO-5	Define Leadership, Analyze different theories of leadership.
CO-6	Explain the Importance of sports organizational culture, analyze managing organizational culture, explain cultural complexities.
CO-7	Explain Financial evaluation, analyze funding sources, Evaluate key financial management and financial information.
CO-8	Define Sports marketing, Explain Sports marketing framework, sports product innovation, digital sports marketing, sport marketing and social media, implementation and control of sports marketing strategy.
CO-9	Explain Sports –media relationship, analyze commercial dimensions, Define broadcasting, regulation, sports media manager.
CO- 10	Analyze Case studies and design presentation on different sport marketing strategies.
CO- 11	Define events, Classify, analyze different Categories, Evaluate Benefits.
CO- 12	Explain Event management Strategy, Objectives, Analyze Role of creativity, Define Events Committee, Analyze Functions of Event committee, Explain Event Committee structure, Functions of event management
CO- 13	Explain Benefits of event planning, PESTEL analysis, Budget, Sponsorship, Sponsorship plan, Functional area, Event evaluation techniques, Event planning timeline, Responsibilities of Stage

	manager, Stage manager duties, Brand management, Budget management, Criteria of budget development
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CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Define Sports management and describe its features and analyze different sectors of Sports.	1,6	1,2,3,4,5
CO-2	Describe Strategic management principles, Discuss strategic management process.	1,3,6,9	1,2,3,4,5
CO-3	Define organizational structure, explain its dimensions, analyze structural models, Explain challenges for sports managers.	1,6	1,2,3,4,5
CO-4	Define HR in sports management, Analyze essentials of HR management	1,6	1,2,3,4,5
CO-5	Define Leadership, Analyze different theories of leadership.	1,3,6	1,2,3,4,5
CO-6	Explain the Importance of sports organizational culture, analyze managing organizational culture, explain cultural complexities.	1,4,6,9	1,2,3,4,5
CO-7	Explain Financial evaluation, analyze funding sources, Evaluate key financial management and financial information.	1,2,3,6,9	1,2,3,4,5
CO-8	Define Sports marketing, Explain Sports marketing framework, sports product innovation, digital sports marketing, sport marketing and social media, implementation and control of sports marketing strategy.	1,3,6,9	1,2,3,4,5
CO-9	Explain Sports –media relationship, Analyze commercial dimensions, Define broadcasting, regulation, sports media manager.	1,2,5,6,9	1,2,3,4,5
CO-10	Analyze Case studies and design presentation on different sport marketing strategies.	1,5,6,7	1,2,3,4,5
CO-11	Define events, Classify, analyze different Categories, Evaluate Benefits.	1,5,6	1,2,3,4,5
CO-12	Explain Event management Strategy, Objectives, Analyze Role of creativity, Define Events Committee, Analyze Functions of Event committee, Explain Event Committee structure, Functions of event management	1,2,3,5,6,9	1,2,3,4,5

CO-13	Explain Benefits of event planning, PESTEL analysis, Budget, Sponsorship, Sponsorship plan, Functional area, Event evaluation techniques, Event planning timeline, Responsibilities of Stage manager, Stage manager duties, Brand management, Budget management, Criteria of budget development	1,2,3,5,6,9	1,2,3,4,5
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CO-PO Matrix

Course Outcome	Programme Outcome								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	-	-	-	-	3	-	-	-
CO 2	3	-	2	-	-	3	-	-	3
CO 3	3	-	-	-	-	3	-	-	-
CO 4	3	-	-	-	-	3	-	-	-
CO 5	2	-	3	-	-	3	-	-	-
CO 6	3	-	-	2	-	3	-	-	3
CO 7	3	3	2	-	-	3	-	-	3
CO 8	3	-	3	-	-	2	-	-	3
CO 9	3	3	-	-	3	2	-	-	3
CO 10	3	-	-	-	3	3	3	-	-
CO 11	3	-	-	-	3	3	-	-	-
CO 12	2	3	3	-	3	2	-	-	3
CO 13	3	2	3	-	3	3	-	-	2
Average	2.85	2.75	2.67	2	3	2.77	3	-	2.86

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High)

-: None

CO-PSO Matrix

Course Outcome	Programme Specific Outcome				
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	2	3
CO 2	3	3	3	2	3
CO 3	3	3	3	2	3
CO 4	3	3	3	3	3
CO 5	2	3	3	2	2
CO 6	2	3	3	3	3
CO 7	3	3	3	3	3
CO 8	3	3	2	3	2
CO 9	3	3	2	3	2
CO 10	3	3	3	2	3
CO 11	3	3	3	2	3
CO 12	3	3	3	3	3
CO 13	2	3	3	2	2
Average	2.77	3	2.85	2.46	2.69

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High)

-: None

Subject: Sports Law & Governance

Semester: 2

Subject Category: DSE

Credit: 4 (L: 3, T: 1)

Subject Code: 2030082102

Syllabus:

Module 1

1. Sports Law: Introduction, Need of Sports Law, Constitutional perspective, Position of the State. (4 classes)
2. Sports Legislations in India, National Sports Policy 2001, Sports Law and Welfare Association of India, Sports Broadcasting Signals Act 2007. (4 classes)
3. Case study and presentation. (2 classes)

Module 2

4. Alternative dispute resolution and Sports Law in India, Tort Law, Major issues in Sports, Basics of Indian Contract Act 1872. (6 classes)
5. Sports Ethics: Definition, Key Ethics, Principles, Cheating, Olympic values. (4 classes)
6. Case study and presentation. (2 classes)

Module 3

7. Governance of Sports: Different sectors of Sports, Indian model of Sports Governance, National Sports Development Code 2011. (8 classes)
8. Apex governing bodies – MYAS, NSFs, IOA, SOA, SAI, BCCI, AIFF. (8 classes)
9. Case study and presentation. (2 classes)

Course Outcome (CO)

CO #	Description
CO -1	Discuss Need of Sports Law, Explain Constitutional perspective, Position of the State
CO-2	Explain Sports Legislations in India, National Sports Policy 2001, Sports Law and Welfare Association of India, Sports Broadcasting Signals Act 2007
CO-3	Analyze Case studies and design presentation on different schemes of National Sports Policy 2001.

CO-4	Explain Alternative dispute resolution and Sports Law in India, Tort Law, Analyze Major issues in Sports, Basics of Indian Contract Act 1872.
CO-5	Define Sports Ethics, Analyze Key Ethics, Principles, Cheating, Olympic values.
CO-6	Analyze Case studies and design presentation on different cases of Cheating in Sports.
CO-7	Analyze Different sectors of Sports, Explain Indian model of Sports Governance, National Sports Development Code 2011
CO-8	Explain MYAS, NSFs, IOA, SOA, SAI, BCCI, AIFF.
CO-9	Analyze Case studies and design presentation on different apex governing bodies of Sports in India.

CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO - 1	Discuss Need of Sports Law, Explain Constitutional perspective, Position of the State	1,6	1,2,3,4,5
CO-2	Explain Sports Legislations in India, National Sports Policy 2001, Sports Law and Welfare Association of India, Sports Broadcasting Signals Act 2007	1,2,3,5,8,9	1,2,3,4,5
CO-3	Analyze Case studies and design presentation on different schemes of National Sports Policy 2001.	1,2,3,6,7,9	1,2,3,4,5
CO-4	Explain Alternative dispute resolution and Sports Law in India, Tort Law, Analyze Major issues in Sports, Basics of Indian Contract Act 1872.	1,2,3,5,6,7,9	1,2,3,4,5
CO-5	Define Sports Ethics, Analyze Key Ethics, Principles, Cheating, Olympic values.	1,3,6,9	1,2,3,4,5
CO-6	Analyze Case studies and design presentation on different cases of Cheating in Sports.	1,2,3,6,7,8,9	1,2,3,4,5
CO-7	Analyze Different sectors of Sports, Explain Indian model of Sports Governance, National Sports Development Code 2011	1,2,3,4,6,7,8,9	1,2,3,4,5
CO-8	Explain MYAS, NSFs, IOA, SOA, SAI, BCCI, AIFF.	1,2,3,5,6,7,9	1,2,3,4,5
CO-9	Analyze Case studies and design presentation on different apex governing bodies of Sports in India.	1,6,9	1,2,3,4,5

CO-PO Matrix

Course Outcome	Programme Outcome								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	-	-	3	-	3	-	-	-
CO 2	3	3	-	2	3	3	-	-	-
CO 3	3	-	-	-	2	3	-	-	-
CO 4	2	2	-	3	3	2	-	2	3
CO 5	3	-	-	3	-	3	-	-	-
CO 6	2	-	-	-	2	3	3	-	-
CO 7	3	-	-	-	2	2	-	-	-
CO 8	2	-	-	-	-	3	-	-	-
CO 9	3	-	-	-	-	3	2	-	-
Average	2.67	2.5	-	2.75	2.4	2.78	2.5	2	3

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

Course Outcome	Programme Specific Outcome				
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	2	3
CO 2	3	3	3	2	3
CO 3	3	3	3	2	3
CO 4	3	3	3	3	3
CO 5	2	3	3	2	2
CO 6	2	3	3	3	3
CO 7	3	3	3	3	3
CO 8	3	3	2	3	2
CO 9	3	3	2	3	2
Average	2.78	3	2.78	2.56	2.67

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Sports Science

Semester: 3

Subject Category: DSE

Credit: 4 (L: 3, T: 1)

Subject Code: 2030082101

Syllabus

Module 1

1. Introduction to psychology: Overview of psychology and psychologists. (4 classes)
2. Sports Psychology: Introduction, overview, objectives, and role of sports psychologists. (4 classes)
3. History of Sports Psychology: Eras and evolution. (2 classes)
4. Competitive Adjective Profiling of sports persons. (2 class)
5. Case Study and Presentation. (2 classes)

Module 2

6. Human anthropometry: Definition, types of planes, body composition, different instruments and measurements, body types. (4 classes)
7. Motion in Body: Different types of motions in body, Newton's laws of motion. (2 classes)
8. Overview of Sports fitness tests: Different sports specific fitness tests. (4 classes)
9. Sports injuries: Sports specific injuries, first aid, recovery and hygiene. (4 classes)
10. Case Study and Presentation. (2 classes)

Module 3

11. Doping: Different classes of Doping, methods, restricted classes, WADA and NADA. (4 classes)
12. Sports nutrition: Basic knowledge of different essential nutrients. (2 class)
13. Team medical management, CPR, female physiological conditions. (2 classes)
14. Case Study and Presentation. (2 classes)

Course Outcome (CO)

CO #	Description
CO -1	Explain overview of psychology and psychologists.
CO-2	Explain overview, objectives, and role of sports psychologists.
CO-3	Discuss Eras and evolution of Sports Psychology.
CO-4	Analyze Competitive Adjective Profiling of sports persons.

CO-5	Analyze Case studies and design presentation on Competitive Adjective Profiling.
CO-6	Define Human Anthropometry, Discuss types of planes, Explain body composition, different instruments and measurements, body types.
CO-7	Explain Different types of motions in body, Newton's laws of motion.
CO-8	Analyze Different sports specific fitness tests.
CO-9	Analyze Sports specific injuries, Explain first aid, recovery and hygiene.
CO-10	Analyze Case studies and design presentation on real time sports injuries.
CO-11	Analyze Different classes of Doping, methods, restricted classes, Discuss WADA and NADA.
CO-12	Explain Basic knowledge of different essential nutrients.
CO-13	Discuss Team medical management, Explain CPR, female physiological conditions.
CO-14	Analyze Case studies and design presentation on real time doping cases.

CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Explain overview of psychology and psychologists.	6	1,2,3,4,5
CO-2	Explain overview, objectives, and role of sports psychologists.	6	1,2,3,4,5
CO-3	Discuss Eras and evolution of Sports Psychology.	6	1,2,3,4,5
CO-4	Analyze Competitive Adjective Profiling of sports persons.	1,2,5,6	1,2,3,4,5
CO-5	Analyze Case studies and design presentation on Competitive Adjective Profiling.	1,5,6,7	1,2,3,4,5
CO-6	Define Human Anthropometry, discuss types of planes, Explain body composition, different instruments and measurements, body types.	6	1,2,3,4,5
CO-7	Explain Different types of motions in body, Newton's laws of motion.	5,6	1,2,3,4,5
CO-8	Analyze Different sports specific fitness tests.	1,2,3,5,6	1,2,3,4,5
CO-9	Analyze Sports specific injuries, Explain first aid, recovery, and hygiene.	1,2,3,5,6	1,2,3,4,5

CO-10	Analyze Case studies and design presentation on real time sports injuries.	1,3,5,6	1,2,3,4,5
CO-11	Analyze Different classes of Doping, methods, restricted classes, Discuss WADA and NADA.	1,3,5,6,8,9	1,2,3,4,5
CO-12	Explain Basic knowledge of different essential nutrients.	1,3,5,6	1,2,3,4,5
CO-13	Discuss Team medical management, Explain CPR, female physiological conditions.	1,3,5,6,8,9	1,2,3,4,5
CO-14	Analyze Case studies and design presentation on real time doping cases.	1,5,6,7	1,2,3,4,5

CO-PO Matrix

Course Outcome	Programme Outcome								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	-	-	-	-	-	3	-	-	-
CO 2	-	-	-	-	-	2	-	-	-
CO 3	-	-	-	-	-	3	-	-	-
CO 4	3	3	-	-	2	2	-	-	-
CO 5	3	-	-	-	3	2	2	-	-
CO 6	-	-	-	-	-	3	-	-	-
CO 7	-	-	-	-	3	3	-	-	-
CO 8	2	3	3	-	3	3	-	-	-
CO 9	3	2	3	-	3	3	-	-	-
CO 10	3	-	3	-	3	3	-	-	-
CO 11	3	-	2	-	3	3	-	3	3
CO 12	3	-	3	-	3	3	-	-	-
CO 13	2	3	3	-	3	3	-	3	3
CO 14	3	-	-	-	3	3	3	-	-
Average	2.78	2.75	2.83	-	2.9	2.79	2.5	3	3

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High)

:- None

CO-PSO Matrix

Course Outcome	Programme Specific Outcome				
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	2	3
CO 2	3	3	3	2	3
CO 3	3	3	3	2	3
CO 4	3	3	3	3	3
CO 5	2	3	3	2	2
CO 6	2	3	3	3	3
CO 7	3	3	3	3	3
CO 8	3	3	2	3	2
CO 9	3	3	2	3	2
CO 10	3	3	3	2	3
CO 11	3	3	3	2	3
CO 12	3	3	3	3	3
CO 13	2	3	3	2	2
CO 14	2	3	3	3	3
Average	2.71	3	2.86	2.5	2.71

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High)

-: None

Subject: Application of Analytics in Business

Semester: 4

Subject Category: CC

Credit: 4 (L: 3, T: 1)

Subject Code: 1030063117

Syllabus

Module-I: Business Intelligence

- Definitions and Examples in Business Intelligence
- Need, Features and Use of Business Intelligence (BI)
- BI Component
 - Data Warehouse
 - Business Analytics
 - Business Performance Management
 - User Interface

Module-II: Business Analytics

- Introduction to Business Analytics (BA)
- Components (Business Context, Technology, Data Science).
- Types (Descriptive, Predictive and Prescriptive).
- Business Intelligence versus Business Analytics.
- Transaction processing v/s Analytic Processing
 - OLTP v/s OLAP
 - OLAP Operations
 - Data models for OLTP (ER model) and OLAP (Star & Snowflake Schema)

Module-III: Types of Digital Data

- Definition, Sources, Storage and Characteristics of Structured, Unstructured and Semi Structured Data
- Data Warehouse - definition, characteristics, framework
- Business Reporting, Visual Analytics:
 - Definition, concepts
 - Different types of charts and graphs
 - Emergence of data visualization and visual analytics

Module-IV: Data Mining

- Concepts and applications
- Data mining process

Module-V: Text & Web Analytics

- Text analytics and text mining overview
- Text mining applications
- Web mining overview
- Social media analytics
- Sentiment analysis overview

Module-VI: Business Performance Management

- Business performance management cycle
- KPI, Dashboard

Module-VII: Analytics in Business Support Functions

- Sales & Marketing Analytics HR Analytics
- Financial Analytics
- Production and operations analytics
- Analytics in Industries: Telecom, Retail, Healthcare, Financial Services

Suggested Readings:

1. Vasant Desai - Dynamics of Entrepreneurial Development and Management, HPH
2. Donald F Kuratko, "Entrepreneurship – Theory, Process and Practice", 9th Edition, Cengage Learning, 2014.
3. Mathew J Manimala, "Entrepreneurship theory at crossroads: paradigms and praxis" 2nd Edition Dream tech, 2005.
4. Rajeev Roy, "Entrepreneurship" 2nd Edition, Oxford University Press, 2011.
5. Anderson, R. and Reeb, D. (2003), 'Founding-family ownership and firm performance: evidence from the S&P 500', Journal of Finance, June (3), 1301–28.
6. Anderson, R., Mansi, S. and Reeb, D. (2003), 'Founding family ownership and the agency cost of debt', Journal of Financial Economics, 68, 263–85.
7. Barnes, L.B. and Hershon, S.A. (1976), 'Transferring power in the family business', Harvard Business Review, July/August, 105–114.
8. Brockhaus, R.H. (1994), 'Entrepreneurship and family business research: comparisons, critique, and lessons', Entrepreneurship Theory and Practice, 19(1), 25–38.

Course Outcome (CO)

CO #	Description
CO -1	Identify and translate real-world business and operational problems into business analytics problems
CO-2	Implement efficient business analytics strategies to solve business and operational problems
CO-3	Demonstrate the process for developing, reporting and analyzing the business data
CO-4	Understand the current trend of business analytics and be aware of the ethical issues related to business analytics

CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Identify and translate real-world business and operational problems into business analytics problems	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO-2	Implement efficient business analytics strategies to solve business and operational problems	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO-3	Demonstrate the process for developing, reporting and analyzing the business data	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO-4	Understand the current trend of business analytics and be aware of the ethical issues related to business analytics	1,2,3,4,5,6,8,9	1,2,3,4,5

CO-PO Matrix

Course Outcome	Programme Outcome								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	2	1	2	3	2	3	3	2	2
CO 2	3	3	2	3	3	3	2	2	3
CO 3	3	2	2	3	2	1	2	3	3
CO 4	2	3	3	2	3	3	-	3	2
Average	2.50	2.25	2.25	2.75	2.50	2.50	2.33	2.50	2.50

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

Course Outcome	Programme Specific Outcome				
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	2	3	3	2	3
CO 2	2	2	3	2	3
CO 3	3	2	2	1	2
CO 4	3	3	3	3	2
Average	2.50	2.50	2.75	2.00	2.50

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Entrepreneurship Development & Family Business

Semester: 4

Subject Category: CC

Credit-4 (L: 3, T: 1)

Course Code- 2241141

Syllabus

Module-I: Introduction

- Evolution of Entrepreneurship
- Corporate Entrepreneurship
- Entrepreneurial Mindset
- Entrepreneurship Education and Entrepreneurship Ecosystem

Module-II: Early Career Dilemmas of an Entrepreneur

- The Entrepreneur's Role
- Task, and personality
- A typology of Entrepreneurs: Defining Survival and success
- Entrepreneurship as a Style of Management
- Entrepreneurial Venture and the Entrepreneurial Organization

Module-III: Choosing a Direction

- Opportunity recognition and entry strategies: new product, Franchising, Partial Momentum, Sponsorship and Acquisition
- The strategic window of Opportunity: Scanning, Positioning and Analysing; Intellectual Property: Creation and Protection

Module-IV: Opening the Window

- Gaining Commitment: Gathering the Resources you do not have
- The Business plan as an Entrepreneurial Tool
- Financial Projections: how to do them the right way
- Debt, Venture Capital, and other forms of Financing
- Sources of External support

Module-V: Developing Entrepreneurial Marketing

- Competencies

- Networks and Frameworks

Module-VI: Family Business Management

- The Nature, Importance, and Uniqueness of Family Business
- Dynamics of Family Business Governance
- Small Business Promotion
- Entrepreneurial Finance
- Change, Adaptation, Innovation and Creativity
- Family Communication; Social Entrepreneurship
- Technology innovation and sustainable enterprise
- Cases of Family Business: Tata group, TVS group, Aditya Birla group, Kirloskar group, TVS group, Murugappa, Godrej, Shapoorji & Palanji

Suggested Readings:

1. Vasant Desai - Dynamics of Entrepreneurial Development and Management, HPH
2. Donald F Kuratko, "Entrepreneurship – Theory, Process and Practice", 9th Edition, Cengage Learning, 2014.
3. Khanka. S.S., "Entrepreneurial Development" S. Chand & Co. Ltd., Ram Nagar, New Delhi, 2013.
4. EDII "Faulty and External Experts – A Handbook for New Entrepreneurs Publishers: Entrepreneurship Development", Institute of India, Ahmadabad, 1986.
5. Hisrich R D, Peters M P, "Entrepreneurship" 8th Edition, Tata McGraw-Hill, 2013.
6. Mathew J Manimala, "Entrepreneurship theory at crossroads: paradigms and praxis" 2nd Edition Dream tech, 2005.
7. Rajeev Roy, "Entrepreneurship" 2nd Edition, Oxford University Press, 2011.
8. Anderson, R. and Reeb, D. (2003), 'Founding-family ownership and firm performance: evidence from the S&P 500', Journal of Finance, June (3), 1301–28.
9. Anderson, R., Mansi, S. and Reeb, D. (2003), 'Founding family ownership and the agency cost of debt', Journal of Financial Economics, 68, 263–85.
10. Barnes, L.B. and Hershon, S.A. (1976), 'Transferring power in the family business', Harvard Business Review, July/August, 105–114.
11. Brockhaus, R.H. (1994), 'Entrepreneurship and family business research: comparisons, critique, and lessons', Entrepreneurship Theory and Practice, 19(1), 25–38.

Course Outcome (CO):

CO #	Description
CO -1	Introduction part gives the students the knowledge regarding Evolution of Entrepreneurship, Corporate Entrepreneurship, Entrepreneurial Mindset, Entrepreneurship Education and Entrepreneurship Ecosystems which considers three specific topics within entrepreneurial ecosystems towards future research by focusing attention on research methods and women entrepreneurs.
CO-2	Early Career Dilemmas of an Entrepreneur explains the knowledge regarding hiring of family members and psychological dilemmas and preparing the business for the future; and transferring personal values and financial assets to one's family by helping the entrepreneurs to discuss key attributes that help the entrepreneurs to achieve career success.
CO-3	Choosing a Direction helps the learners to understand opportunity recognition and entry strategies and the strategic window of opportunity which includes scanning, positioning, and analysing.
CO-4	Opening the window gives the knowledge to the learners regarding the business plan as an entrepreneurial tool; financial projections, venture capital, and other forms of financing and all other sources of external support.
CO-5	Developing entrepreneurial marketing eschews many of the fundamental principles of marketing which are typically designed for large, well-established firms and utilizes a toolkit of new and unorthodox marketing practices to help the emerging firms to gain a foothold in crowded markets.
CO-6	Family Business Management explains the nature and uniqueness of family business; dynamics of family business Governance; Small business promotion; Entrepreneurial Finance; Change, Adaptation, Innovation and Creativity and the popular cases of family businesses such as Tata group, TVS group, Aditya Birla group, Kirloskar group, Murugappa, Godrej, Shapoorji & Palanji etc.

CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Introduction part gives the students the knowledge regarding Evolution of Entrepreneurship, Corporate Entrepreneurship, Entrepreneurial Mindset, Entrepreneurship Education and Entrepreneurship Ecosystems which considers three specific topics within entrepreneurial ecosystems towards future research by focusing attention on research methods and women entrepreneurs.	1,2,4,5,6,9	1,2,3,4,5
CO-2	Early Career Dilemmas of an Entrepreneur explains the knowledge regarding hiring of family members and psychological dilemmas and preparing the business for the future; and transferring personal values and financial assets to one's family by helping the entrepreneurs to discuss key attributes that help the entrepreneurs to achieve career success.	1,3,5,6,7,8,9	1,2,3,4,5
CO-3	Choosing a Direction helps the learners to understand Module recognition and entry strategies and the strategic window of Module which includes scanning, positioning, and analysing.	1,2,3,4,5,6,9	1,2,3,4,5
CO-4	Opening the window gives the knowledge to the learners regarding the business plan as an entrepreneurial tool; financial projections, venture capital, and other forms of financing and all other sources of external support.	1,2,3,4,5,6,7,8,9	1,2,3,4,5

CO-5	Developing entrepreneurial marketing eschews many of the fundamental principles of marketing which are typically designed for large, well-established firms and utilizes a toolkit of new and unorthodox marketing practices to help the emerging firms to gain a foothold in crowded markets.	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO-6	Family Business Management explains the nature and uniqueness of family business; dynamics of family business Governance; Small business promotion; Entrepreneurial Finance; Change, Adaptation, Innovation and Creativity and the popular cases of family businesses such as Tata group, TVS group, Aditya Birla group, Kirloskar group, Murugappa, Godrej, Shapoorji & Palanji etc.	1,2,3,5,6,7,8,9	1,2,3,4,5

CO-PO Matrix

Course Outcome	Programme Outcome								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	2	-	3	-	3	-	-	3
CO 2	2	-	3	-	3	3	2	2	2
CO 3	2	2	2	2	2	2	-	-	2
CO 4	2	3	3	2	3	3	3	3	2
CO 5	3	-	-	2	2	2	-	-	2
CO 6	2	3	3	-	3	2	1	3	3
Average	2.33	2.50	2.75	2.25	2.60	2.50	2.00	2.67	2.33

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

Course Outcome	Programme Specific Outcome				
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	2	2	3	3
CO 2	2	2	3	3	2
CO 3	1	3	3	2	3
CO 4	3	1	3	3	3
CO 5	2	2	3	1	3
CO 6	2	3	3	3	3
Average	2.17	2.00	2.67	2.25	2.67

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Sports Facility Planning & Management

Semester: 4

Subject Category: DSE

Credit: 4 (L: 3, T: 1)

Subject Code: 2030083105

Syllabus

Module 1

1. Introduction: Definition of Facility management, Importance. (2 classes)
2. Principles of facility management: Factors, PAF, Types of PAF, Types of Sports facilities, Ownership of Sports facilities, Different models. (4 classes)
3. Planning of Sports Facility: Program analysis, Conducting feasibility study, Planning Committee, Architect, Master plan, Program statement, Facility Design. (4 classes)
4. Case study and presentation. (2 classes)

Module 2

5. Construction of Sport facility: Contractor selection, Detailed Shop drawing, Groundbreaking, Management of facility. (2 classes)
6. Financing Sport facilities: Business issues, Life cycle costing, Economic impact analysis, Sources of financing, Budgeting Model. (4 classes)
7. Human resource management: Professional staff, Volunteers, Customers and Clients, Human capital management, Leadership, Strategic HR management, Knowledge management, Employment of personnel, Performance management (4 classes)
8. Case study and presentation. (2 classes)

Module 3

9. Operation management: General facility operating procedures, Plant and field operation, Maintenance and repair, Alteration management, Inventory management, Energy management, Waste management, Environmental management, Facility services. (4 classes)
10. Legal: Relationship between legal concerns and Sport facilities, Effects of legal environment, Legal principles and standards, Intellectual property, Ambush marketing. (4 classes)

Module 4

11. Facility marketing: Introduction, Sport marketing mix and sport facilities, Understanding sport consumer in sport facilities, Marketing logistics in Sports facilities, Promotional aspect of sport facilities. (2 classes)

12. Event Planning in Facility Management: Activating the facility event marketing plan, Event implementation and activation from the facility view point, Evaluation of events by the facility management. (2 classes)
13. Risk assessment: Risk management, Sport venue risk assessment model, Risk evaluation, control and response. (2 classes)
14. Security Planning: Security management, Protective measures, Venue safety and design. (2 classes)

Course Outcome (CO)

CO #	Description
CO -1	Definition of Facility management and state the importance
CO-2	Understand the Principles of facility management, explain PAF, classify types of PAF, classify types of Sports facilities, Analyze ownership of Sports facilities, Different models
CO-3	Program analysis of Sports facility, conducting feasibility study, Explain Planning Committee, Architect, Master plan, Program statement, Facility Design
CO-4	Analyze Case study and design presentation on different sports facilities in India.
CO-5	Analyze construction of different sports facilities
CO-6	Identify Business issues, Explain Life cycle costing, Economic impact analysis, Sources of financing, Budgeting Model
CO-7	Understand Human resource management, identify Human capital management, explain Leadership, Analyze strategic HR management, Knowledge management, Employment of personnel, Performance management
CO-8	Analyze Case study and design presentation on different HR requirements in Sports facility.
CO-9	Explain general facility operating procedures, Analyze different Plant and field operation, Maintenance and repair, Alteration management, Inventory management, Energy management, Waste management, Environmental management, Facility services
CO-10	Understand effects of legal environment, Legal principles and standards, Intellectual property, Ambush marketing
CO-11	Analyze Sport marketing mix and sport facilities, Understanding sport consumer in sport facilities, Marketing logistics in Sports facilities, Promotional aspect of sport facilities
CO- 12	Understanding the facility event marketing plan, Event implementation and activation from the facility view point, Evaluation of events by the facility management.
CO- 13	Explain Risk management, Understand Sport venue risk assessment model, Risk evaluation, control and response.
CO- 14	Explain Security management, Analyze Protective measures, Venue safety and design.

CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Definition of Facility management and state the importance	1,6	1,2,3,4,5
CO-2	Understand the Principles of facility management, explain PAF, classify types of PAF, classify types of Sports facilities, Analyze ownership of Sports facilities, Different models	1,2,3,5,8,9	1,2,3,4,5
CO-3	Program analysis of Sports facility, conducting feasibility study, Explain Planning Committee, Architect, Master plan, Program statement, Facility Design	1,2,3,6,7,9	1,2,3,4,5
CO-4	Analyze Case study and design presentation on different sports facilities in India.	1,2,3,5,6,7,9	1,2,3,4,5
CO-5	Analyze construction of different sports facilities	1,3,6,9	1,2,3,4,5
CO-6	Identify Business issues, Explain Life cycle costing, Economic impact analysis, Sources of financing, Budgeting Model	1,2,3,6,7,8,9	1,2,3,4,5
CO-7	Understand Human resource management, identify Human capital management, explain Leadership, Analyze strategic HR management, Knowledge management, Employment of personnel, Performance management	1,2,3,4,6,7,8,9	1,2,3,4,5
CO-8	Analyze Case study and design presentation on different HR requirements in Sports facility.	1,2,3,5,6,7,9	1,2,3,4,5
CO-9	Explain general facility operating procedures, Analyze different Plant and field operation, Maintenance and repair, Alteration management, Inventory management, Energy management, Waste management, Environmental management, Facility services	1,6,9	1,2,3,4,5
CO-10	Understand effects of legal environment, Legal principles and standards, Intellectual property, Ambush marketing	1,2,4,5,6,9	1,2,3,4,5
CO- 11	Analyze Sport marketing mix and sport facilities, Understanding sport consumer in sport facilities, Marketing logistics in Sports facilities, Promotional aspect of sport facilities	1,2,3,6,8,9	1,2,3,4,5
CO- 12	Understanding the facility event marketing plan, Event implementation and activation from the facility view point, Evaluation of events by the facility management.	1,2,3,6,7,9	1,2,3,4,5

CO- 13	Explain Risk management, Understand Sport venue risk assessment model, Risk evaluation, control and response.	1,2,3,5,6,7,9	1,2,3,4,5
CO- 14	Explain Security management, Analyze Protective measures, Venue safety and design.	1,2,3,5,6,7,9	1,2,3,4,5

CO-PO Matrix

Course Outcome	Programme Outcome								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	-	-	-	-	3	-	-	-
CO 2	3	2	2	-	-	3	-	2	2
CO 3	3	3	2	-	-	2	3	-	3
CO 4	2	3	3	-	3	3	2	-	2
CO 5	2	-	3	-	-	3	-	-	2
CO 6	3	2	3	-	-	3	2	2	3
CO 7	3	3	3	2	-	2	3	3	2
CO 8	3	3	2	-	3	3	3	-	3
CO 9	2	-	-	-	-	3	-	-	3
CO 10	2	2	-	2	2	2	-	-	2
CO 11	3	2	2	-	-	3	-	2	2
CO 12	3	3	2	-	-	2	3	-	3
CO 13	2	3	3	-	3	3	2	-	2
CO 14	3	3	2	-	3	3	3	-	3
Average	2.64	2.64	2.45	2	2.8	2.71	2.62	2.25	2.46

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High)

-: None

CO-PSO Matrix

Course Outcome	Programme Specific Outcome				
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	2	3
CO 2	3	3	3	2	3
CO 3	3	3	3	2	3
CO 4	3	3	3	3	3
CO 5	2	3	3	2	2
CO 6	2	3	3	3	3
CO 7	3	3	3	3	3
CO 8	3	3	2	3	2
CO 9	3	3	2	3	2
CO 10	3	2	3	2	3
CO 11	3	3	3	2	3
CO 12	3	3	3	3	3
CO 13	2	3	3	2	2
CO 14	2	3	3	3	3
Average	2.71	2.92	2.86	2.5	2.71

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High)

-: None

Subject: Sports Marketing, Promotions & Sales

Semester: 4

Subject Category: DSE

Credit: 4 (L: 3, T: 1)

Subject Code: 2030083104

Syllabus

Module 1

1. Introduction to Sports Marketing: Definition, basic introduction. (2 classes)
2. Managing sport marketing mix: Uniqueness, Characteristics, Sport marketing mix, Developing Sport marketing plan. (4 classes)
3. Sport marketing information system: Definition, components, value of integrated marketing information system. (2 classes)
4. Case studies and presentation. (2 classes)

Module 2

5. Understanding Sport consumer: Sport marketing research definition, Sport marketing research process. (2 classes)
6. Sport consumer behaviour: Factors, marketing concept, problem solving and decision making. (4 classes)
7. Sport product management: Elements of Sports product and services, Sport product and service management, Ethics, Product and Service life cycle. (2 classes)
8. Sales management in Sports: Definition, Sport sales organization, Buying process, Sales process, Ethics in sales management. (2 classes)
9. Case studies and presentation. (2 classes)

Module 3

10. Communication management: Definition, Communication process, Sport Promotions. (2 classes)
11. Sport Advertising: Definition, Advertising for Sport Teams and Retail Businesses, Social-Ethical-Regulatory aspects, Advertisement and commercials, Integrated brand promotion. (4 classes)
12. Sport Sponsorship: History, Areas of sport sponsorship, Ethical issues, Corporate and Brand goals, Sport sponsorship agreements. (4 classes)
13. Case studies and presentation. (2 classes)

Module 4

14. Sport Retail Management: Definition, Retail value, Retail Strategy, Method of planning, Sport retail strategy, Organizational structure, Merchandise management. (3 classes)
15. Sports E business and E commerce: Introduction, Categories, Conducting Sports E-business, Ethics. (3 classes)
16. International and Global marketing: Introduction, Relation with culture, Market Opportunities, Strategies. (2 classes)
17. Enterprise Sport Marketing Management: Brand Architecture, Consumer Relationship. (2 classes).

Course Outcome (CO)

CO #	Description
CO -1	Define Sports marketing
CO-2	Explain uniqueness, Characteristics, demonstrate Sport marketing mix, analyze developing Sport marketing plan in different situations.
CO-3	Define Sport marketing information systems, explain its components, analyze value of integrated marketing information system.
CO-4	Analyze Case study and design presentation on different Sport marketing techniques opted in various sport events.
CO-5	Explain briefly Sport marketing research process.
CO-6	Explain and analyze Sport consumer behaviour factors, marketing concept, problem solving and decision making.
CO-7	Define elements of Sports product and services; demonstrate different Sport product and service management, Analyze ethics, Product and Service life cycle.
CO-8	Define Sport sales management; demonstrate Sport sales organization, Analyze buying process, Sales process, Ethics in sales management.
CO-9	Analyze Case study and design presentation on different Sports products and services.
CO-10	Define Communication process, explain Sport Promotions
CO-11	Define Advertising for Sport Teams and Retail Businesses, Analyze Social-Ethical-Regulatory aspects, Demonstrate advertisement and commercials, Integrated brand promotion.
CO-12	Explain history of Sponsorship, Areas of sport sponsorship, Ethical issues, Corporate and Brand goals, Sport sponsorship agreements.
CO-13	Analyze Case study and design presentation on promoting sports product and service.
CO- 14	Define Sport retail management, Retail value, Retail Strategy, Analyze Method of planning, Sport retail strategy, Organizational structure, Merchandise management

CO- 15	Explain Sports E business and E commerce, Categories, Conducting Sports E-business, Ethics.
CO- 16	Explain International and Global marketing, Relation with culture, Market Opportunities, Strategies.
CO- 17	Define Enterprise Sport Marketing Management, Brand Architecture, Consumer Relationship.

CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO -1	Define Sports marketing	1,6	1,2,3,4,5
CO-2	Explain uniqueness, Characteristics, demonstrate Sport marketing mix, analyze developing Sport marketing plan in different situations.	1,2,5,6,9	1,2,3,4,5
CO-3	Define Sport marketing information systems, explain its components, analyze value of integrated marketing information system.	1,2,6	1,2,3,4,5
CO-4	Analyze Case study and design presentation on different Sport marketing techniques opted in various sport events.	1,2,3,5,6,7,9	1,2,3,4,5
CO-5	Explain briefly Sport marketing research process.	1,2,6	1,2,3,4,5
CO-6	Explain and analyze Sport consumer behaviour factors, marketing concept, problem solving and decision making.	1,2,3,5,6,9	1,2,3,4,5
CO-7	Define elements of Sports product and services; demonstrate different Sport product and service management, Analyze ethics, Product and Service life cycle.	1,2,3,4,6	1,2,3,4,5
CO-8	Define Sport sales management; demonstrate Sport sales organization, analyze buying process, Sales process, Ethics in sales management.	1,2,6,8,9	1,2,3,4,5
CO-9	Analyze Case study and design presentation on different Sports products and services.	1,2,3,5,6,7,9	1,2,3,4,5
CO-10	Define Communication process, explain Sport Promotions	1,6	1,2,3,4,5
CO-11	Define Advertising for Sport Teams and Retail Businesses, Analyze Social-Ethical-Regulatory aspects, Demonstrate advertisement and commercials, Integrated brand promotion.	1,2,3,4,5,6,9	1,2,3,4,5

CO-12	Explain history of Sponsorship, Areas of sport sponsorship, Ethical issues, Corporate and Brand goals, Sport sponsorship agreements.	1,2,4,5,6,8,9	1,2,3,4,5
CO-13	Analyze Case study and design presentation on promoting sports product and service.	1,2,3,5,6,7,9	1,2,3,4,5
CO-14	Define Sport retail management, Retail value, Retail Strategy, Analyze Method of planning, Sport retail strategy, Organizational structure, Merchandise management	1,2,3,5,6,7,9	1,2,3,4,5
CO-15	Explain Sports E business and E commerce, Categories, Conducting Sports E-business, Ethics.	1,2,3,5,6,7,9	1,2,3,4,5
CO-16	Explain International and Global marketing, Relation with culture, Market Opportunities, Strategies.	1,2,6	1,2,3,4,5
CO-17	Define Enterprise Sport Marketing Management, Brand Architecture, Consumer Relationship.	1,2,6	1,2,3,4,5

CO-PO Matrix

Course Outcome	Programme Outcome								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	-	-	-	-	2	-	-	-
CO 2	3	2	-	-	3	3	-	-	2
CO 3	3	3	-	-	-	3	-	-	-
CO 4	3	3	2	-	2	3	3	-	2
CO 5	2	2	-	-	-	3	-	-	-
CO 6	2	3	2	-	3	2	-	-	2
CO 7	3	3	3	2	-	2	-	-	-
CO 8	3	3	-	-	-	3	-	3	3
CO 9	3	2	3	-	3	2	2	-	3
CO 10	3	-	-	-	-	3	-	-	-
CO 11	3	2	3	3	2	2	-	-	2
CO 12	2	3	-	3	2	2	-	2	3
CO 13	3	3	2	-	2	3	2	-	3

CO 14	3	2	3	-	3	2	2	-	3
CO 15	3	3	2	-	2	3	3	-	2
CO 16	3	3	-	-	-	3	-	-	-
CO 17	3	-	-	-	-	2	-	-	-
Average	2.82	2.64	2.5	2.67	2.44	2.53	2.4	2.5	2.5

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

CO-PSO Matrix

Course Outcome	Programme Specific Outcome				
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	2	3
CO 2	3	3	3	2	3
CO 3	3	3	3	2	3
CO 4	3	3	3	3	3
CO 5	2	3	3	2	2
CO 6	2	3	3	3	3
CO 7	3	3	3	3	3
CO 8	3	3	2	3	2
CO 9	3	3	2	3	2
CO 10	3	2	3	2	3
CO 11	3	2	3	3	3
CO 12	2	2	3	2	3
CO 13	3	2	3	3	2
CO 14	2	3	3	2	2
CO 15	2	3	3	3	3
CO 16	3	3	3	3	3
CO 17	3	3	2	3	2
Average	2.71	2.76	2.82	2.59	2.65

1: (Slightly Low) 2: Moderate (Medium) 3: Substantial (High) -: None

Subject: Sports Media Broadcasting & Journalism

Semester: 4

Subject Category: DSE

Credit: 4 (L: 3, T: 1)

Subject Code: 2030083106

Syllabus

Module 1

1. Introduction: Sport journalism Definition, Development of Sports journalism, different sports Medias, Role of media in Sports, Sports Media partnership, Impact of Media coverage on Sports, factors to be followed by an efficient Sports journalist. (8 classes)
2. Sports journalists – Selecting specific sports journalism, Objectives of Sports Journalism. (2 classes)

Module 2

3. Sports media worlds – Attributes to be mastered in media world, working along with photographers, case studies. (3 classes)
4. Sources in Sports Journalism – Networking of sources, major sports websites. (3 classes)
5. Sports Article – Steps to write sports content, case study. (2 classes)
6. Sports as Specialism – Definition, Benefits. (2 classes)

Module 3

7. Ethics in Sports journalism – Guide lines to be followed. (2 classes)
8. Major sports event coverage – Planning to cover major events, Patterns of coverage, Covering on field breaking news, strategy to get the first news, Focus points for story ideas, Lessons from world cup journalists. (6 classes)
9. Sports, culture and Media. (2 classes)

Module 4

10. Sports Broadcasting: Evolution of Sports broadcasting in India, Different sports broadcasting channels, violation of broadcasting rights, future of broadcasting, case studies. (5 classes)
11. Sports Broadcasting Signals Act 2007. (2 classes)
12. Sports Broadcasting on TV: Sports viewership on TV, Sporting properties on TV, Size of Sport broadcasting market, Sports consumption on TV, brand building. (3 classes)

Course Outcome (CO)

CO #	Description
CO -1	Introduction of Sport journalism, Definition, Development of Sports journalism, different sports Medias, Role of media in Sports, Sports Media partnership, Impact of Media coverage on Sports, factors to be followed by an efficient Sports journalist
CO-2	Understand Sports journalists, Identify Selecting specific sports journalism, Objectives of Sports Journalism.
CO-3	Analyze Sports media worlds, Understand Attributes to be mastered in media world, working along with photographers, case studies
CO-4	Analyze Sources in Sports Journalism, Identify Networking of sources, major sports websites
CO-5	Define Sports Article, Steps to write sports content, case study
CO-6	Understand Sports as Specialism, Definition, Benefits.
CO-7	Define Ethics in Sports journalism, Understand Guide lines to be followed.
CO-8	Understand Major sports event coverage, Analyze Planning to cover major events, Patterns of coverage, Covering on field breaking news, strategy to get the first news, Focus points for story ideas, Lessons from world cup journalists.
CO-9	Understand and analyze Sports, culture and Media
CO-10	Explain Evolution of Sports broadcasting in India, Identify Different sports broadcasting channels, violation of broadcasting rights, future of broadcasting, Analyze case studies.
CO-11	Understand Sports Broadcasting Signals Act 2007.
CO-12	Understand Sports viewership on TV, Identify Sporting properties on TV, Size of Sport broadcasting market, Analyze Sports consumption on TV, brand building.

CO-PO-PSO Mapping

CO #	Course Outcomes (CO)	POs	PSOs
CO-1	Introduction of Sport journalism, Definition, Development of Sports journalism, different sports Medias, Role of media in Sports, Sports Media partnership, Impact of Media coverage on Sports, factors to be followed by an efficient Sports journalist	1,2,3,5,6,8,9	1,2,3,4,5
CO-2	Understand Sports journalists, Identify Selecting specific sports journalism, Objectives of Sports Journalism.	1,3,5,6,7,8,9	1,2,3,4,5
CO-3	Analyze Sports media worlds, Understand Attributes to be mastered in media world, working along with photographers, case studies	1,3,4,5,6,9	1,2,3,4,5
CO-4	Analyze Sources in Sports Journalism, Identify Networking of sources, major sports websites	1,5,6	1,2,3,4,5
CO-5	Define Sports Article, Steps to write sports content, case study	1,4,5,6,9	1,2,3,4,5
CO-6	Understand Sports as Specialism, Definition, Benefits.	1,2,3,5,6,9	1,2,3,4,5
CO-7	Define Ethics in Sports journalism, Understand Guide lines to be followed.	1,4,5,6,9	1,2,3,4,5
CO-8	Understand Major sports event coverage, Analyze Planning to cover major events, Patterns of coverage, Covering on field breaking news, strategy to get the first news, Focus points for story ideas, Lessons from world cup journalists.	1,2,3,4,5,6,7,8,9	1,2,3,4,5
CO-9	Understand and analyze Sports, culture and Media	1,3,5,6,9	1,2,3,4,5
CO-10	Explain Evolution of Sports broadcasting in India, Identify Different sports broadcasting channels, violation of broadcasting rights, future of broadcasting, Analyze case studies.	1,3,5,6,7,8	1,2,3,4,5
CO-11	Understand Sports Broadcasting Signals Act 2007.	1,5,6	1,2,3,4,5
CO-12	Understand Sports viewership on TV, Identify Sporting properties on TV, Size of Sport broadcasting market, Analyze Sports consumption on TV, brand building.	1,2,3,4,5,6,7,8,9	1,2,3,4,5

CO-PO Matrix

Course Outcome	Programme Outcome								
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	1	2	-	3	3	-	1	3
CO 2	3	-	3	-	3	3	2	2	2
CO 3	3	-	2	2	2	2	-	-	2
CO 4	2	-	-	-	3	3	-	-	-
CO 5	3	-	-	2	2	2	-	-	2
CO 6	2	2	3	-	3	3	-	-	2
CO 7	3	-	-	3	2	3	-	-	2
CO 8	3	3	2	2	3	3	2	2	2
CO 9	3	-	2	-	3	3	-	-	2
CO 10	3	-	3	-	3	3	2	2	-
CO 11	2	-	-	-	3	3	-	-	-
CO 12	3	3	2	2	3	3	2	2	2
Average	2.75	2.25	2.38	2.2	2.75	2.83	2	1.8	2.11

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High)

-: None

CO-PSO Matrix

Course Outcome	Programme Specific Outcome				
	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5
CO 1	3	3	3	2	3
CO 2	2	3	3	2	2
CO 3	3	3	3	2	3
CO 4	3	3	3	3	3
CO 5	2	3	3	2	2
CO 6	2	3	3	3	3
CO 7	3	3	3	3	3
CO 8	3	3	2	3	2
CO 9	2	3	3	3	3
CO 10	3	3	3	3	3
CO 11	2	3	3	2	2
CO 12	3	3	2	3	2
Average	2.58	3	2.83	2.58	2.58

1: (Slightly Low)

2: Moderate (Medium)

3: Substantial (High)

-: None